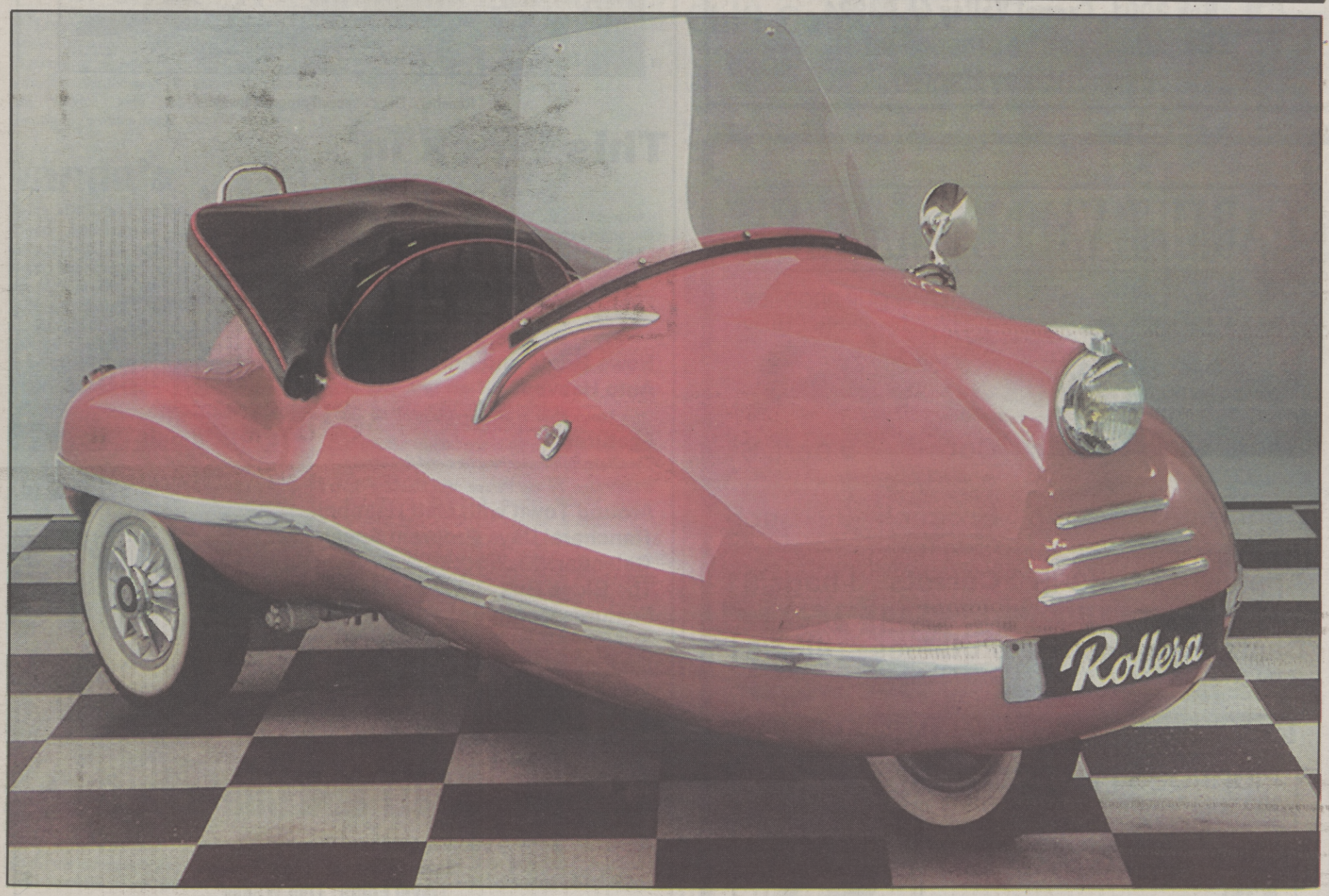
# THE SUN

August 14
FREE

Entertainment, Recreation, and News Weekly


**CONCOURS D'ELEGANCE, CONCOURS ITALIANO, AND THE HISTORIC AUTO RACES - SEE PAGE 4**



## 1997 CARMEL VALLEY RANCHERS' DAYS PROGRAM INSIDE

Events-Queens-Brands
AND MUCH MORE

# Help Our Park (HOP)

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**We've still got a ways to go.**

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$190,000
$160,000
$130,000
$100,000
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$40,000
$10,000

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**Box 2001, Carmel Valley CA 93924**
**Donations can be dropped off at Carmel Valley Market!**



# CARMEL VALLEY MARKET

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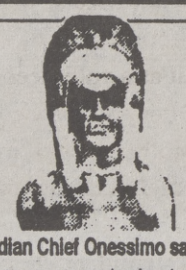
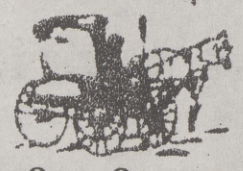


Indian Chief Onessimo say:
Better to respect 'trade wind' stead of 'bag of wind.'

**PARTY ICE HEADQUARTERS FOR CARMEL VALLEY**

**DELIVERY SERVICE**
**659-2472**
**FAX: 659-0285**



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**In the Heart of the Village - Chambers Road South off CV Road next to CV Beacon**

Ranchers' Days - special program inside.

# This Week in THE SUN

**August 14, 1997**


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**The Sun is published every Thursday.**


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We welcome your comments, contributions, and letters to the editor:
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No trees were cut to print this paper! The Sun is printed with soy ink on recycled paper.

## NEWS BRIEFS

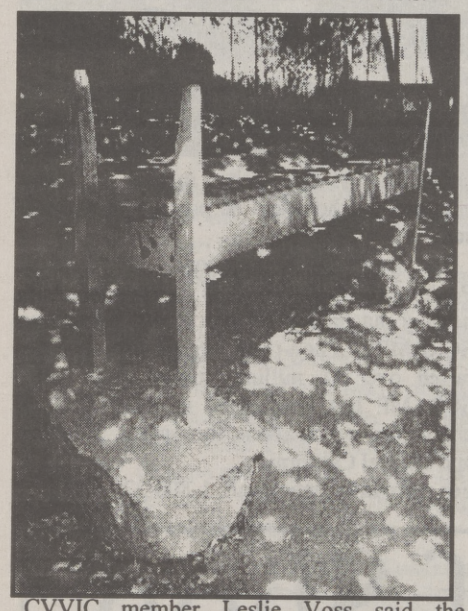
# Upcoming Water Board Meeting

The Monterey Peninsula Water Management District will hold its regular monthly meeting on August 18 at 7 p.m. at the Monterey city Council Chambers. Meeting topics include an update on Cal-Am's proposed Carmel River Dam and a status report on the November 4, 1997 MPWMD director elections in divisions 1 and 2; both Director Burkleo and Haddad are not going to run again.

Representatives from the Land Systems Group will present the preliminary findings of its Lots of Record Study. The group was retained to determine the number of legal lots of record as of January 1, 1997 and expected remodels over the next 10 years within the Cal-Am service area to help define the community's water needs.

# Vandals

One of the benches that the Carmel Valley Village Improvement Committee (CVVIC) placed along its pathway project has been progressively vandalized. The bench is located across from The Oak Deli in Carmel Valley Village. Defacing began with carving and has escalated to the uprooting of the bench from its foundation and the removal if its arm rests.



CVVIC member Leslie Voss said the committee does not intend to replace the bench and does not want to become a policing agency but that local businesses will be "keeping their eyes peeled." Voss added that the bigger issue is that "the community can't trust."

The vandalism has generated considerable community concern and a $500 reward has been offered for information identifying the person(s) responsible (see The Sun's classifieds).

# Steelhead Threatened

The National Marine Fisheries Service announced that Steelhead were officially listed as threatened under the Federal Endangered Species Act on Monday, August 11.

The Monterey Peninsula Water Management District has long asserted that it considered the steelhead as a threatened species and has instituted mitigation measures accordingly. Because of its mitigation measures already in place, it does not believe the 'official' listing will effect the dam proposal or other district activities, but may require additional permitting.

For some, a listing of threatened did not go far enough. "This flies in the face of the evidence that their population has crashed, is further threatened and the only 'rebound' is due to hatchery - not native fish." Said David Dilworth.

A lawsuit to change the steelhead's listing to endangered is likely.

# Grand Jury Democracy

"Grand Jury Democracy," a public interest organization, has set up an internet home page to expose felony allegations against Sheriff Norm Hicks. Sylvia Quarles, chair of Grand Jury Democracy's Public Integrity Committee, says twice during the last several months her committee handed over the Hicks evidence to Sherri Pedersen, the responsible Monterey County Superior Court official, with directions to give it to the Monterey County Regular Grand Jury and Pedresen refused.

Pedersen's immediate supervisor, Jonathan Price, the current presiding judge, also refused. Grand Jury Democracy decided to establish its own internet page with its first 'published' documents being a model felony perjury charge and evidence against Sheriff Hicks. Sylvia Quarles says the documents "would be enough for the regular grand jury to begin taking action. So far the county is hiding them, and obviously not telling them anything about their required duties and failing to provide them with any assistance or even with evidence brought by the public: in short, protecting their bureaucratic friends by preventing the grand jury from carrying out their duties required of tem by law." Sylvia Quarles added, "We are going to stop these cover-ups. We demand free, fully-empowered and informed Regular Grand Juries working with the public as guaranteed by law and the California Constitution, not the deceived jurors that are being hidden here as fettered servants of bureaucracy, and who are unable to investigate crimes unless the D.A. says so. Our Internet home page will begin showing what happens when we lose such basic rights and powers of the people in Monterey County. We are also demonstrating what informed citizens can do to take back our rights and power."


What do you think?

Speak Up! Write a letter to the Editor:

13766 Center Street, Carmel Valley CA 93924

OR FAX (408) 659-8260

Please include your name, city and phone number (phone numbers will not be published)


## ANOUNCEMENTS

# Diane Garneau Receives Award

Diane Garneau, Tularcitos Elementray School Teacher, received the 1997 Special Educator of the Year Award from the Special Education Local Plan Area of Monterey County.

Nominees were judged for knowledge and skill, interpersonal skills, individual responsiveness to need, and level of commitment.

Diane will be formerly presented with her award at the September 17, 1197 meeting of the Monterey County Office of Education Board Meeting.

# Chili Cook-Off

The fourth annual "Great Bowls of Fire" Chili Cook-off, sponsored by the Carmel Valley Chamber of Commerce, will take place from 5-8 p.m. on Monday, September 22 at the Holman Ranch, just east of Carmel Valley Village. Tickets are $15 each and include chili, salad bar, Margarita (or other beverage), and dessert. There will also be live music by local bands.

The Chili Cook-off provides a wide selection of homemade chili recipes prepared and presented by Carmel Valley Chamber members.

"Great Bowls of Fore" tickets are available at the Carmel Valley Chamber of Commerce office. For reservations or more information call Ann Olivier at 659-4000. All proceeds benefit the Carmel Valley Chamber of Commerce.

# Homecrafter Review

Wednesday, September 3, is the date for all local artisans and craftspeople to bring their work to Sunset Center for selection to the 27th annual Homecrafters' Marketplace. The selection committee will be in the Chapman Room (#4) from 9a.m. to 4 p.m. No appointment necessary. Artisans are asked to bring a sample of each type of craft they would like to sell. There is a $10 jury fee payable to Sunset Center. The show date is November 22 from 10 a.m. to 4 p.m. For more information call 659-5208.

Pebble Beach Company's Molly Joest helps protect sea life as a BAY NET volunteer docent at Monterey Bay National Marine Sanctuary.

# Sharing the vision.

Ignorance — not malice — causes most damage to our environment. So, teaching visitors how to respect delicate coastal life is an important task in our community.

Pebble Beach Company marketing manager Molly Joest spends off-duty hours protecting the Monterey Bay National Marine Sanctuary. She does it as a volunteer docent for BAY NET, a joint project of Friends of the Sea Otter and the Center for Marine Conservation.

Molly is one of many Pebble Beach Company employees who actively volunteer in Monterey County.

Each finds satisfaction protecting the environment or improving the life of a child, adult, or family in need.

You can make a positive difference in someone's life today. To learn more, call The Volunteer Center of Monterey County at (800) 776-9176. The person you help most could be yourself!

**One World.**

**And we're all in it together.**

Pebble Beach Company

Toll-free voice mail is donated to The Volunteer Center by Call America, providing voice, fax and e-mail services throughout coastal California.
Pebble Beach Company • Community Affairs Department • P.O. Box 1767 • Pebble Beach, CA 93953 • E-Mail address: pbcommunity@pebble-beach.com

# AUTO HEAVEN

## OLD CARS, NEW CARS, RED CARS, BLUE CARS
## You can find them all this weekend at the Concours D'Elegance, Concours Italiano, and the Historic Auto Races.

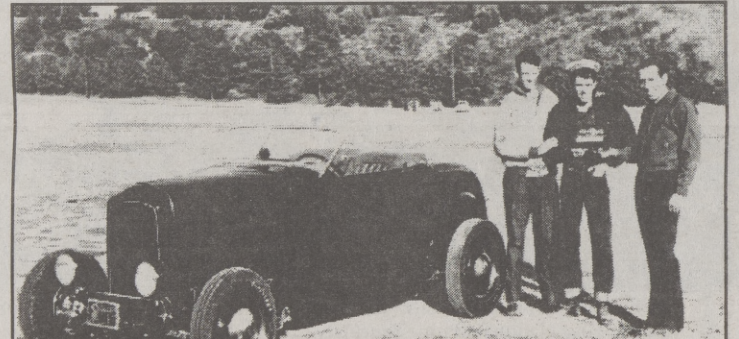
*(You might even buy one at one of the auctions held this weekend.)*

By Alex Eisner

Motorsports enthusiasts of all ages will be in heaven this weekend, August 15-17, 1997 as the 47th annual Pebble Beach Concours d'Elegance, the 24th annual Monterey Historic Automobile Races, and the Concours Italiano return for another unforgettable weekend on the beautiful Monterey Peninsula. If strolling about exotic automobiles and acting rather posh is up your alley, then this is the weekend for you! With so much to do and see, prioritizing one's weekend would be wise, so here's an overview of all the fun about to unfold.

### Concours D'Elegance Pebble Beach - Sunday

The Pebble Beach Concours D'Elegance is considered one of the finest in the world, and is this weekend's premier automobile event. This phenomenal event takes place on the breathtaking 18th hole at Pebble Beach Golf Course this Sunday, August 17 from 10:30a.m.-4: 30p.m.



This year Pebble Beach is pleased to announce that Steam Powered Cars will be the Pre-War feature marquee. For those of you needing a racier class of auto, the Post-War feature marquee will be an exclusive selection of Aston Martins.

1997 marks the 100-year anniversary of Oldsmobile and the Pebble Beach Concours will be honoring that century-stone with a special class of Oldsmobile's assembled to document this historic event. Also, for the first time, the Concours will feature a unique assortment of historically significant Hot-Rods and Micro-Cars.

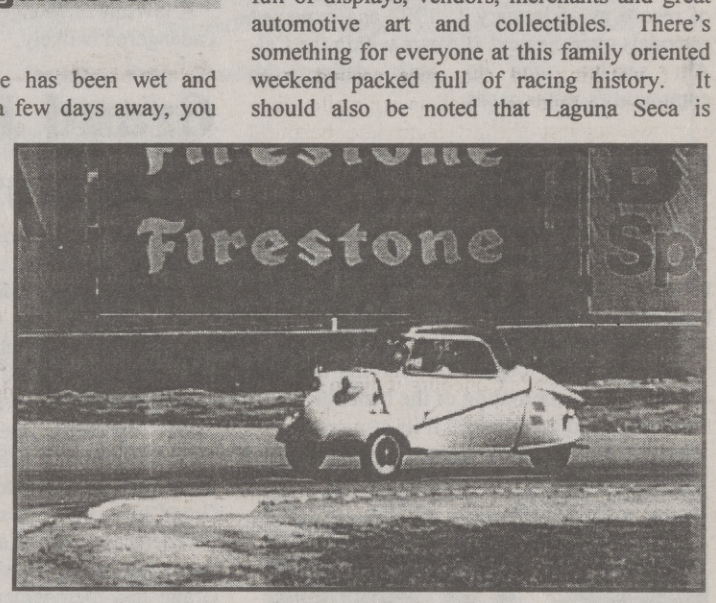
If celebrity watching suits you then you'll be happy to hear that Comedian Jay Leno, and clothing designer Ralph Lauren top this year's celebrity list. Both will have automobiles entered in this year's Concours. So pack a picnic basket, bring a blanket, don't forget the camera and come to beautiful Pebble Beach this Sunday, for an automobile extravaganza one will never forget.

Portions of the proceeds of the Concours D'Elegance go to The United Way of the Monterey Peninsula and the Pebble Beach Company Foundation.

For more information call: 408-659-0663

### Monterey Historic Automobile Races Fri. - Sun. at Laguna Seca

Now your whistle has been wet and Sunday is still a few days away, you must attend the 24th Annual Monterey Historic Automobile Races August 15-17 at the world famous Laguna Seca Raceway, just minutes from downtown Monterey. The Historic Races are by far the greatest gathering of old racecars in the United States. Each year, like the Concours D'Elegance, a feature marquee is chosen and this year racing fans will get the privilege of seeing Legendary Car Builder and Designer Carroll Shelby and the timeless classic; The Cobra.




The Historic Automobile Races, (not a parade) will bring back memories for many and memories will be made for the tens of thousands of racing fans who come to witness this historic event each year. There will be 14 different races throughout the weekend with Autos dating from 1914-1979. Cars with historical backgrounds such as Ferrari, Dusenburg, Jaguar, Bugatti and many others will be racing around Laguna Seca's twisty 2.2mile track. Many of the cars racing throughout the weekend will also be on display at the Pebble Beach Concours on Sunday.

The infield at Laguna Seca will be packed full of displays, vendors, merchants and great automotive art and collectibles. There's something for everyone at this family oriented weekend packed full of racing history. It should also be noted that Laguna Seca is considered to be quite rugged, so wear comfortable shoes and be prepared for lots of sun.

The Sports Car Association of the Monterey Peninsula (SCRAMP) is responsible for helping put on the Historic Races every year. SCRAMP is a non-profit organization that has raised over $8 million dollars since 1957. SCRAMP has contributed to more than 70 charitable organizations throughout Northern and Central California.

For more information call: 1-800-327-7322.

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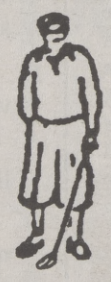
The Village Golf Shop

THE KNICKER PLACE



For Him and Her

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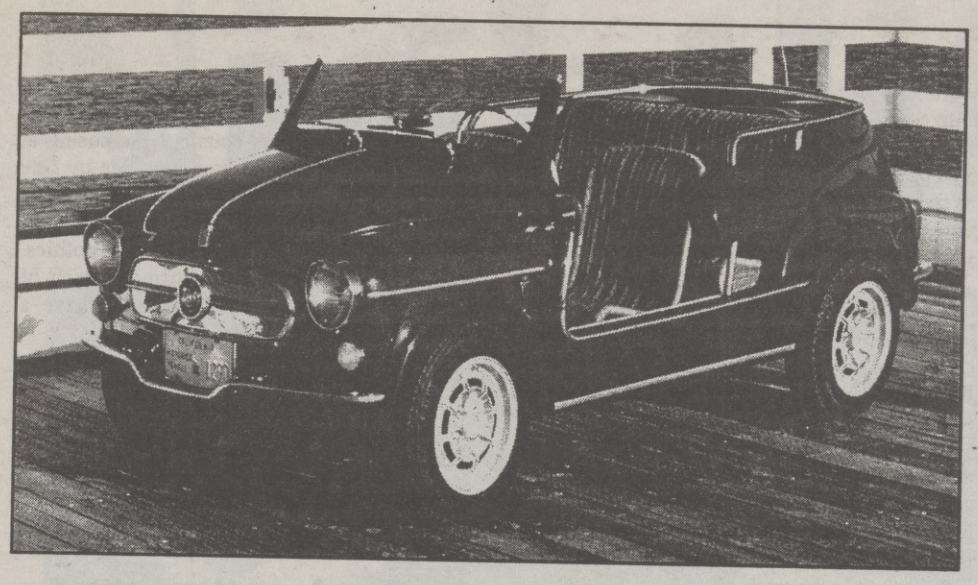


## Concours Italiano
## Friday - Quail Lodge

If watching old cars race around, even scraping fenders is not up your alley then may we suggest a short jaunt into beautiful Carmel Valley to the fabulous Mobil 5-Star Quail Lodge Resort for the Concours Italiano on Friday August 15. For those unfamiliar with the Italian Concours, its unique format features only vehicles of Italian origin. With the front nine holes reserved, there is a lot to do and see. Stroll about the more than 400 exotic and classic Italian autos and motorcycles being judged in this year's Concours Italiano. This is a very festive, relaxed event, filled with lots of Italian elements: fashion, food and music.

The 1997 Concours Italiano will feature the automobiles of manufacturer DeTomaso Automobili, with special guests from the DeTomaso factory in Modena Italy, including Mrs. Isabelle DeTomaso. For those unfamiliar with DeTomaso, you may recall the Pantera. Also being featured with their own Concours will be over 100 rare and vintage Ferraris, thanks to the Ferrari Club of America.

If Italian cars begin to bore you, have a go at the "Corral". The Corral consists of reserved areas of the golf course set aside for individual auto makes. You will find Corrals for Porsche, BMW, Viper, Lamborghini and many others. How about a Milan-style Runway Fashion Show put on by Sacks Fifth Ave. Shoppers won't be disappointed either, over 100 concessionaire tents with items interesting automotive and Italian art buyers.

A portion of the proceeds from the Concours Italiano will be donated to Focus (Friends of Carmel Unified Schools) and the Carmel-by-the-Sea Rotary. Over the past four years, the Concours Italiano has donated over $110,000. For more information call: 1-206-455-4449

## AUCTIONS

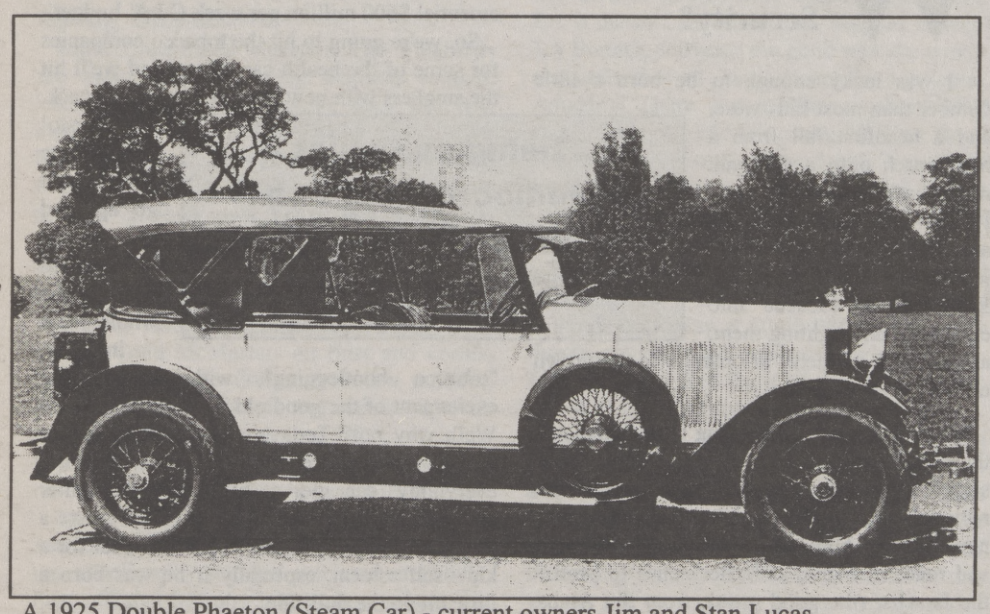
### Rick Cole
### Friday and Saturday - Doubletree Hotel

Whether you're into Historic Automobile Racing, or you spend a wonderful day filled with Italian Cars, you definitely must attend the Rick Cole Auction both Friday and Saturday nights August 15 &16. This fun-filled auction takes place at the Doubletree Hotel in downtown Monterey. Rick Cole auctions have it all! Cars even I can afford to bid on to cars Trump would have to scrape for go on the block.

Featured this year is 'The World's Winningest Corvette', a famed 1969 Owens-Corning fiberglass model certified with victories in some of motorsports' most prominent events.
For more information call (619) 454-4004

### Cristie's - Sunday

Cristie's not only auctions art and priceless relics it auctions extraordinary automobiles. At the Lodge at Pebble Beach this Sunday, vintage Rolls-Royces and Impeccable Ferraris will be selling for close to one million dollars. This auction is fun and exhilarating as millionaires and representatives from world famous museums bid on exotic, rare automobiles. The closing of the auction brings this unforgettable weekend to an end.
For more information call: 1-800-395-6300.



A 1925 Double Phaeton (Steam Car) - current owners Jim and Stan Lucas.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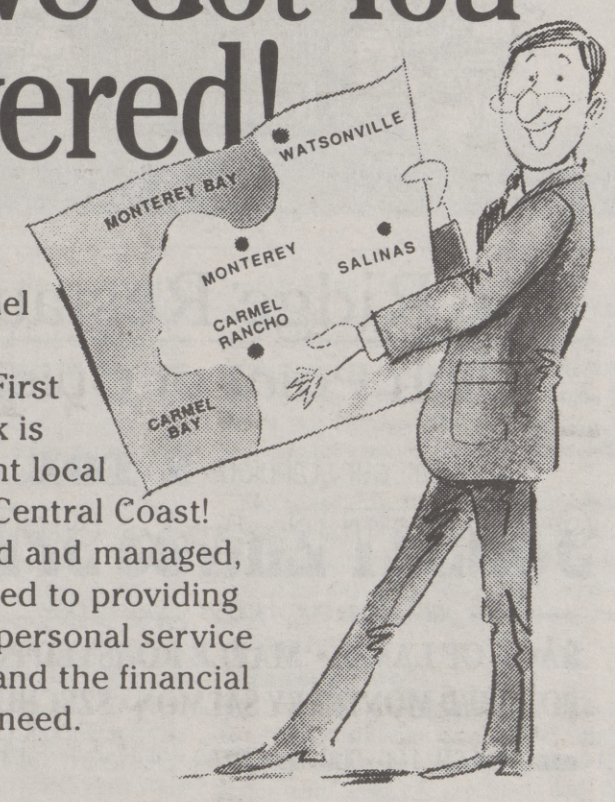


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## ARCHITECTURE & COMMUNITY

# The Glass House

By Neal Owen Kruse

### Architecture and Reality

In both our community and architecture today, it sometimes looks to me as though there is much that is less than honest. Frank Lloyd Wright attempted to create architecture for America, a design integrity not borrowed from other countries and other periods. If you read Wright's speeches and writings, you will find a man concerned a great deal with community. Architecture does that to you. Sooner or later, it takes you to the realization that there is a deep and abiding relationship between what we build and how we see ourselves as a people. Architecture is an outer representation of our inner values and beliefs. Wright was hoping we could come to our own unique identity, not only in our culture and civilization, but also in our architecture.

**It's not the truth that counts, but how you package it**

Robert Pirsig, who wrote a book called Zen and the Art of Motorcycle Maintenance, thought a lot about the concept of excellence. Pirsig saw America as a nation of people concerned with quantity and not quality; a country that still believed that the ends justify the means. Near the end of his book, it becomes hard to tell the difference between what he had to say about the architecture of America and what Wright said. They both saw a culture of copiers and "rip off" artists not truly grounded in a sense of their own inherent unique sense of self.

In my opinion, they were both talking about this thing called integrity. Integrity is about what makes things come together in unified wholes. When we say someone has integrity, we are saying that their actions agree with their words, that they practice what they preach. Everything fits together. It makes sense. It belongs to a whole. When we deal with each other in a community with honesty, truthfulness and genuine motive, we begin to function as a whole. When we know we can trust what each of us says and base our actions on it, energy is no longer wasted.

I remember reading somewhere that the greatest injustice of lying is that we deny the other person the opportunity of dealing with reality. When we avoid telling someone how we really feel, we may spare them some distress, but we also deny them the opportunity of coming to grips with the way things really are. It's as if we don't trust them to be big enough to handle it.

In my opinion, a lot of our public relations work and advertising has taught us to mistrust the words we use. Instead of concentrating on saying it the way it is, we become more interested in the "spin" we need to put on things. It's not the truth that counts, but how you package it - exactly the problem Pirsig and Wright saw with our architecture. It's more about packaging than an honest and unpretentious focus on reality.

When you get that letter at the post office that says you have absolutely, definitely, beyond all doubt won the twenty zillion dollar superduper, once in a lifetime sweepstakes, you don't even look for the small print anymore that says "only if you call this number and give us the title to your house, prove you have never cheated on your taxes and give us a thirty zillion dollar processing fee". Now we just throw it in the trash.

Pirsig's mourning for a country that has no sense of quality and Wright's hopes for a new architecture cannot be realized until you and I, until all of us that make up this county begin to learn integrity again and teach it to our children. You can't legislate integrity. Our legislators today don't seem to be very good examples of it anyway. The only reason they are allowed to continue in the manner they do is because they know we as citizens can't tell the difference. Our government, like our architecture, is a reflection of our collective values.

I heard a story over the radio about a year ago of a software company whose executive officers took their multi-million dollar bonuses and divided them up and sent them right back to every single employee in the company. They were telling their employees that they knew that the truth of the situation, even though they weren't required by law to tell it, was that the employees had earned those bonuses every bit as much as they had. Can you imagine what that did for the sense of trust and dedication in the ranks of that corporation?

How about if our collective congressional representatives took a fourth of their next years' salaries and put it into our federal welfare programs and said that they had collectively chosen to dock their own pay until we had solved the dilemmas of the growing number of poor in this country? Supposing at the same time, democrat standing side by side with republican, they made a public announcement that they had agreed to bring honesty and truth telling back into politics. What would happen overnight to the spirit of this country? We might all begin to have a little more faith in our system again.

**When we avoid telling someone how we really feel, we may spare them some distress, but we also deny them the opportunity of coming to grips with the way things really are. It's as if we don't trust them to be big enough to handle it.**

But this won't happen. It won't happen because we the people aren't there yet. It won't happen because government doesn't create the people, the people create the government. So the next time you and I take a slap at the sloppy ethics of our congressional representatives, let's ask first who in our lives we need to sit down and have a talk with about how we really feel, instead of the lie we told them.

When and if we begin to do this, we will help Pirsig soothe his sorrow for our lack of integrity and excellence, and we will help Frank Lloyd Wright find again his lost dream for a unique architecture that stands for the dignity and pride of an honorable and principled country.

Quote for the week: "Read my lips..." President George Bush


The Ridge Restaurant

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SUNDAY-THURSDAY ONLY
Present this ad for your SUNSET SPECIAL - Offer expires 8/30


## OPINION

# What's Next

By Mel Vercoe

### Will Smoking Costs Threaten National Security?

I was lucky enough to be born a little dumber than most kids were, and a headfirst fall from a high porch onto a sidewalk might have helped. Anyway, I was too dumb to see anything exciting about joining my buddies in rolling Bull Durham tobacco into cigarettes, and lighting them, and puffing on them, in order to look "grown up".

**... being even just a mediocre "tobacco runner" could do a lot for a kid's self esteem...**

We now know that smoking is addictive and the resulting health care costs are going out of sight. This may require cuts in essential national security items, like space research, new types of bombers, construction of homes and roads in Israel, as buffer zones to protect the Israelis, (the good guys), from the Arabs, (the bad guys, who are not in good standing with our Israeli lobby), and, if worst comes to worst, maybe even a reduction of our super-essential $600 million per week C.I.A. budget.

So, we're going to hit the tobacco companies for some of the health care costs, and we'll hit the smokers with new taxes per carton or pack. Presto! Cigarette costs will go up, and all of a sudden we'll have a whole new industry, "tobacco bootlegging", with all of the excitement of the good old Al Capone movies. Well, why not? Today's youngsters have just got to be smart enough to know that not everybody can be a billionaire computer company owner. And being even just a mediocre "tobacco runner" could do a lot for a kid's self esteem, especially if he was born a little bit on the dull side.

# Nightlife

This is your Local Entertainment Centerfold of the Week Pull it out and Keep it Close at Hand

The Firebirds - tonight (Thursday, August 14) at 9 p.m. at Monterey Billiards.

## Around Town

### With Matt Heimbold

### Going Downtown

Santa Cruz based bluesters **The Firebirds** are debuting at Monterey Billiards tonight. Like their name may suggest, these cats mix early rock-n-roll in their blues stew. After backing singers Carl Rey and Sharon Allen on two previous CD's, The Firebirds have decided to look in their own house and utilize the singing talents of guitarist Allen Frank. Frank's clear influences are T-Bone Walker, Freddie King, Eric Clapton and Duane Allman. Rounding out the quartet are Santa Cruz veteran Todd McMasters on Bass and vocals, Allen Kreutzer on drums, and new addition Sean Spurr on Keyboards and vocals. Spurr is currently majoring in music at UCSC. Help the boy make his way through college by checking out The Firebirds. Come on, have a heart.

Ay chiuaua! **The Dennis Murphy** (of Acoustic Alchemy fame) **Band** was over the top unbelievably hot last weekend at Cibo's. First off, that Murphy is amazing on bass. He had ex 49er Ronnie Lott dancing and singing (he actually sang a tune but I missed it), and the whole place was rocking. Dave Danza was amazing on drums. Even our own Richard Bryant sat in on a few tunes. His soulful vocals make it clear why the Doobie Brothers took him on tour as a backing vocalist/keyboardist. But it doesn't end there. Los Angeles resident Joy Bonner, delivered the good with the energy and inflection of Tina Turner in her prime. Amazing! There was another excellent R&B singer from Seaside who sang "If You Don't Know Me By Now", sorry, I didn't catch his name. Steve Kramer of Mockingbird did an excellent rendition of "Get Back" by the Beatles. The house went nuts.

Speaking of Mr. Kramer, he and **Mockingbird** are headlining Monterey Billiards on Friday at 10:00 PM with **Electric Sandbox** kicking off the festivities at 7:00 PM. Oh yeah, New Red Sand takes it from bell to bell at M.B. on Saturday. Show time 9:30

**Lovers and Strangers** headline "Rock Night" at 180 East Club tonight with **420 Express** and **The Project** opening. L&S usually don't wonder far from their home at Doc's Nightclub, but they are clearly interested in lending a hand to the development of this venue. 180 owner Nick Manzo has remained committed to local promoter Steve Vagnini's vision of an ongoing rock showcase spot in Monterey. But we've got to show the man that there's a demand for original rock in these here parts. I never thought I'd see the day when club owners were weary of rock music and played it safe with blues and singer songwriter acts. Don't get me wrong, I enjoy any genre of music that's performed well, but come on! None of the larger clubs in Monterey book Rock on a "regular" basis in Monterey on the weekend (if you're an exception to this everyone knows it so relax). Anyway let's try and give poor little rock-n-roll some dignity and make this weekly event at 180 East Club work! See you tonight at 9:00. And there's no cover to boot!

Local guitar wizard Tom Ayers has surfaced in yet another project that bears his moniker. **Tom Ayers and the Wankers** will wank away at Viva tonight. You know it'll be entertaining, as well as a guitar lesson, so enough said. He returns on Friday to maestro **KYFE** through an evening or modern rock. By the way Donnie Nix is a lil' tour de force on drums, so check him out on the thrown for KYFE (yes he was the tub man for Nectar Of The Gods - another shooting star in Monterey rock history). **Unpluggable Race** (yup it's Unshakable Race - with the cord shook from the wall) do their "reggae/world beat/two turn tables and a microphone thing" on Saturday and Monday. And don't forget Viva regulars **Mockingbird** unplugged on Tuesday. This is perhaps my favorite way to catch the Bird in flight. Rumor has it that Kramer may be working up some new original material for his lovely wife Mary Kay. You go M.K.!

McGarrett's has been "raving" it's little heart out on Fridays with thier **Techno Party night**. This is definitely going to fill a nitch with the loss of the after hours thing at Doc's last fall. A little big of metropolitan flair for our fine City won't hurt a bit!

### Cannery Row

Teenage guitar prodigy **Corby Yates** returns to Bluefin Billiards on Saturday night. He plays the Stevie Ray Vaughn and Jimi Hendrix style with amazing precision and finesse. Attention all axesmiths - you want to get really pissed off? Check out junior! Someone get that kid a pacifier. Show time 10 - 1:00 PM. But I'm getting a bit ahead of myself. The funk, acid-jazz, soul, and hip-hop sound of **The Unknown Jeromes** are also returning to The Fin. The quartet of Richard Hall - bass/lead vocals, Jason M. Tobasa - drums and vocals,

continued on page 8

Viva
MONTEREY
is
progressive
aggressive
WEEK OF AUG. 14 - AUG. 20
Thursday
TOM AYRES
and the
★WANKERS★
Friday
KYFE
Saturday
UNPLUGGABLE
RACE
Sunday
three spirits
jam session followed by the
Monterey Rock Scene CD Preview
4PM to 10PM
(What else do you have to do on a Sunday afternoon?)
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Tuesday
MOCKINGBIRD
◂unplugged▸
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# Bands, Billiard

| August | THURSDAY 14 | FRIDAY 15 | SATURDAY 16 |
|---|---|---|---|
| **180 East Club** 372-2244 | three spirits Jam with "420 Express" - "The Project" & "Lovers and Strangers" 9- no cover | DJ Lady "J" spins all-request top 40 dance music. | DJ Allan Chase from KDON spinning top 40 Party Mix. |
| **Bluefin Billiards** 375-7000 | "Unknown Jeromes" 8:30 - 11:30 | "Kurt" 6-9<br>"The Tone Kings" 9-1 | "Corby Yates" 10-1 |
| **Doc's Nightclub** 649-4241 | "Monkey Ska" | "Lester Butler" | "John Tucker's Broadway Band" |
| **McGarrett's** 646-9244 | Techno Party | DJ Donna, Techno & Live Music | DJ Mikey, Techno & Live Music |
| **Monterey Billiards** 641-0260 | "The Firebirds" –9pm | "Electric Sandbox" – 7p.m.<br>"Mockingbird" -10 p.m. | "New Red Sand" - 9:30 |
| **Planet Gemini** 373-1449 | Comedy 9-10:30 with Ralph Louis Harris & Brandon Terrell- $6 | Comedy 9-10:30 with Ralph Louis Harris & Brandon Terrell followed by Foreign Exchange $6 | Comedy 9-10:30 with Ralph Louis Harris & Brandon Terrell followed by Foreign Exchange $8 |
| **Viva Monterey** 646-1415 | "Tom Ayres and the Wankers" | "KYFE" | "Unpluggable Race" |
| **Whitey's Place** 646-8383 | Open Jam featuring Stephanie Gleit and The Distants 9pm | "The Jive Hounds" disco & funk 9:30pm | The Karma Band– 9:30pm |

## Around Town

from page 7

Jim Perfumo - keyboards, and David Mcgillicuddy - guitar, are influenced by Prince, Miles Davis, Parliament Funkadelic, Weather Report, James Brown, and Sly and the Family Stone. It amounts to an original funky sound your gonna dig. I recommend checking this act out! Singer songwriter **Kurt Burgchardt** (it's like ole' home week) returns to The Fin on Friday from 6-9:00 PM followed by **The Tone Kings**. This blues outfit has been making the scene in The Bay Area for the last five years and are restless to stretch out of The City. Show time 9-1:00 PM.

The week wouldn't be complete without a few laughs from the Lane brothers at Planet Gemini. This week they pair **Ralph Louis Harris** and **Brandon Terrell** for their comedy ticket. Harris is most famous for his starring role in the short lived ABC sitcom "On Our Own", which aired about a year ago. He was discovered by ABC casting execs while doing a comedy routine at Hollwood's "The Laugh Factory". He also opened for Janet Jackson's in Philadelphia during her Rhythm Nation concert tour. He cites Eddie Murphy, Bill Cosby, and Jonathan Winters as his greatest influences. You like Seinfeld? Harris was recently featured on an episode, as well as, Jerry Seinfelds HBO comedy special that should be airing soon (if not already). His other acting credits include appearances on "Living Single" and "In Living Color". He also appeared on The Tonight Show and The Arsenio Hall Show among others. You will undoubtedly recognize him if you get yourself down to The Planet this weekend. This cat is the deal! But you also get Brandon Terell who won the 1996 Comedy Central "Starving Artists Comedy Competition", and has appeared on the Jenny McCarthy Show (fess up, you've caught a few episodes)! Another great comedy show at Planet Gemini. Show times Thursday through Saturday 9-10:30, followed by danceable R&B and Rock covers by house band Foreign Exchange after the weekend shows.

**Stephanie Gleit and The Distants**, represented by our own Midnight Splash Management, is back on the West Coast for a series of dates. The former San Francisco resident, and veteran of the New York - New England folk Circuit (where she performed with the musical duo "Feast of Thieves"), is backed by Seinin Markee on drums and Rick Chelew on bass. They will be at Whitey's tonight undoubtedly playing material slated for scheduled recording sessions. The forthcoming CD will be a follow-up to her well received 1996 debut release "Footprints in the Sky". Gleit grew up listening to Woody Guthrie, Pete Seeger, Peter, Paul and Mary, and Joan Baez. But the self taught singer/guitarist was most influenced by none other than Bob Dylan. Hey it's only natural! If her CD release party last year at the "once upon a time" Franklin Street Bar and Grill is any clue, it should be sardine time at the farthest west nightspot of our Monterey music scene. I strongly endorse checking Gleit and the gang out tonight at 9:00. Also at Whitey's, **The Jive Hounds** do the disco funk shtick on Friday and **The Karma Band** (with Steve Mosely on guitar) take it on Saturday. It's high time that I check The Karma Band out. I've heard their building quite a following. Show times for both 9:30.

Doc's has a real live official ska band tonight. Get out your dancing shoes because **Monkey Ska** will surely tear it up. Dino Pulgarin, Doc's proprietor, has been talking

SPECIAL 1997 CARMEL VALEY RANCHERS' DAYS PROGRAM

# CARMEL VALLEY RANCHERS' DAYS

## August 21 - 24, 1997

**Carmel Valley Trail and Saddle Club**
**East end of Garzas Road, Carmel Valley**

**Carmel Valley Rancher's Days was started 15 years ago by a group of dedicated volunteers whose main desire was to demonstrate the traditions, skills, and talents of the California ranchers and ranch hands. Cowboys and cowgirls from surrounding counties as well as contestants from as far away as Nevada and Arizona will participate in the events.**

## Letter From the President:

Carmel Valley Rancher's Days is here again, for the 15th time actually. We're hoping this will be our best year yet, all indications are that it will be.

This year it is our honor to dedicate Carmel Valley Rancher's Days to Bob Wilson and Leo Berta, two outstanding Carmel Valley Ranchers whom I've known for many years. Bob and Leo are both very community minded and great assets to Ranching and Carmel Valley, we are very proud of you.

Carmel Valley Rancher's Days (1996) was proud to present
Over $10,000 to the following: Cachagua Fire Dept., Carmel Valley Fire Dept, Carmel Valley Community Center, Cachagua Community Center, Carmel High Athletic Boosters, Cachagua & Boronda 4-H, Carmel Middle School, Carmel High Junior & Sophomore Classes, Tularcitos Kindergarten and the Carmel High School scholarship fund.

For the past 3 years I've had the Honor of being President of CVRDS, this year being my last (term limits), I would like to thank the Board and all the Committee members for their hard work and dedication which made my term very enjoyable.

I hope to see all of you at Ranchers Days, come out and support Carmel Valley!

Ron Builta, President
Carmel Valley Ranchers Days

## Officers and Committee Members ★ 1997 Carmel Valley Ranchers' Days

Ron Builta: President, Jim McFarland:Vice-President, Tim Curran: Secretary, Ann Ringer: Treasure, Jerry Hecker: Board Member, Melissa Cobett, Dale Ringer, Brenda Reese, Sharon Bacon, David Simpson, Kim Baudour Wolf, Peggy & Al Christensen, Ron Keisling, Cindy Lou Cook, Richard Field Levine, Judy Hecker, Nicki Jean Restani, Clem S. Savolde, Sabrina Miller, Dyan & Ed McAuley, Stacy Todd, Jack Belangee, Charlie & Ruth Padgett, Steve Wolf, Jon Collins, Dave Nelson, Frank Ringer, and Joey Ringer.

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# The 15th Annual Carmel Valley Ranchers' Days Honors Leo Berta and Bob Wilson

## ★ Leo Berta

When asked about the changes he has seen over the years in Carmel Valley, Leo Berta says he has seen them all. When Leo was growing up, Carmel Valley didn't even have a Post Office.

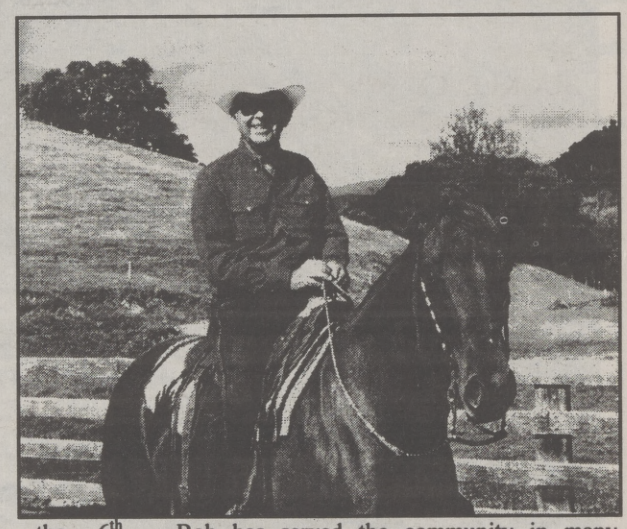
Born in 1911 at his family's Home Ranch in Carmel Valley, Leo was the 11th of fourteen children. In the cattle business his whole life, Leo has run cattle on Freemonts Peak, The Bloomquist Ranch, Rancho San Carlos and the old Home Ranch just east of the Village, until he sold out in 1988.

Still active at 86, Leo helps his brother Lawrence from time to time working cattle at the Home Ranch.

When asked about co-honoree, Bob Wilson, Leo says he has known Bob since he was a young boy and still refers to him as a "youngster".

The 1997 Ranchers' Days Committee is proud to honor Leo Berta as a Carmel Valley Rancher of The Year.

## ★ William Robert "Bob" Wilson



Born in 1927, Bob is an 8th generation Californian, tracing back to descendants who came to California with DeAnza in 1775.

Bob's great-grandfather, Alberto Trescony, acquired the Tularcitos Land Grant in 1880. Bob's grandchildren make-up the 6th generation to live and work on a portion of that land grant, Rancho Chupinos.

Bob served in the U.S. Army in the Pacific theater from 1944-1946 and graduated from Cal Poly in 1951.

Bob and Betty, (Elizabeth Allan Riley) of Point Lobos were married in 1952. They have four children, Dan, Linda, Bill and Laura - all graduates if Cal Poly - and 6 grandchildren.

Bob has been a long time leader and supporter of the Carmel Valley 4-H club and has been on the auction and livestock committees of both the Monterey and Salinas Valley fairs.

Bob has served the community in many capacities including Past President and Director of the Carmel Valley Soil and Water Conservation District, Past President of the Carmelo Farm Bureau, Past Director of the Monterey County Farm Bureau, Past President in 1968 and again in 1990 of the Monterey County Cattleman Association and long-time member of the Society of Range Management.

Bob, Betty and their children are still active ranching in Carmel Valley, San Lucas and in the Alturas area of Modoc County.

The 1997 Ranchers' Days Committee is proud to honor Bob Wilson as a Carmel Valley Rancher of The Year.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STOCKHORSE: (0- 12) Valley Lodge, (13-17) H Bar H Ranch
TEAM PENNING: (0- 12) Harber Welding, (13-17) Hacienda Hay & Feed
JUNIOR AWARD REBBONS: Peninsula Heating & Sheetmetal
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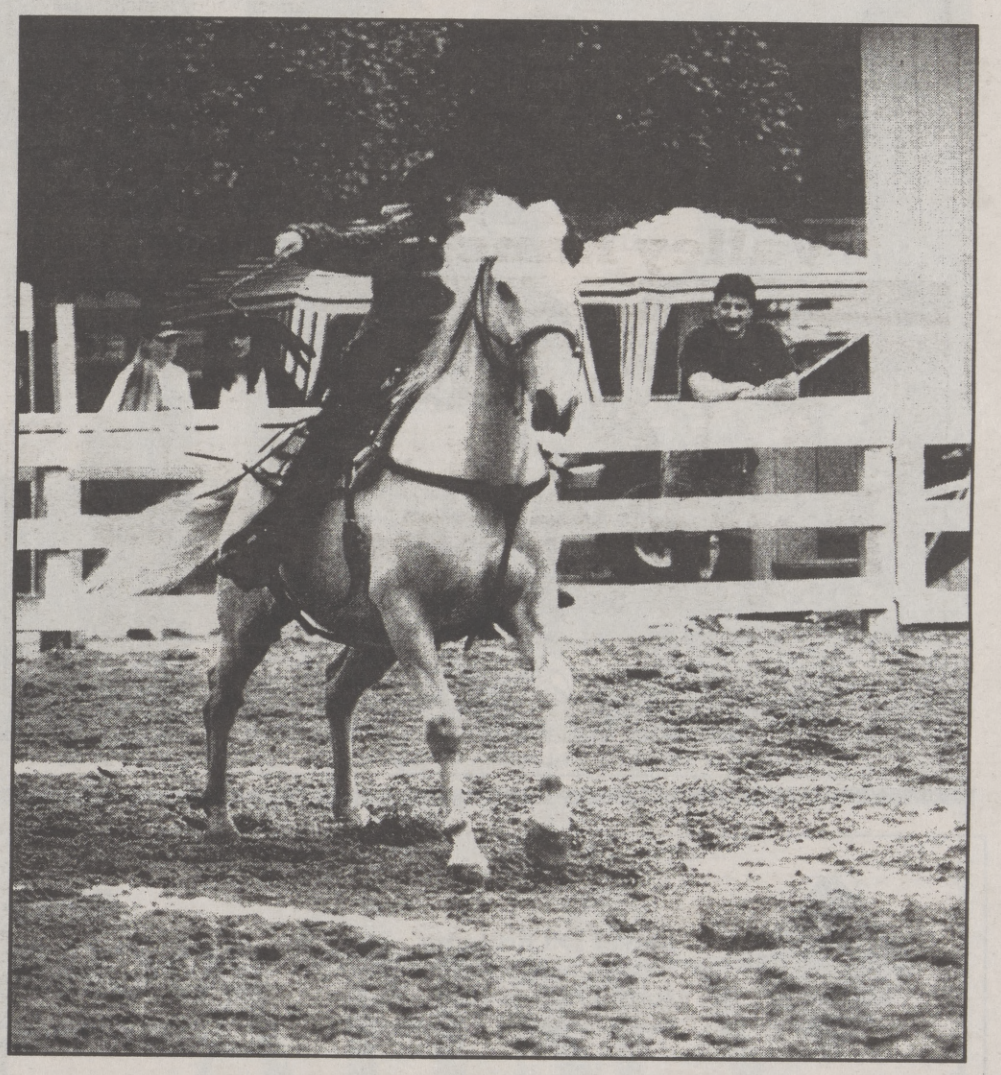

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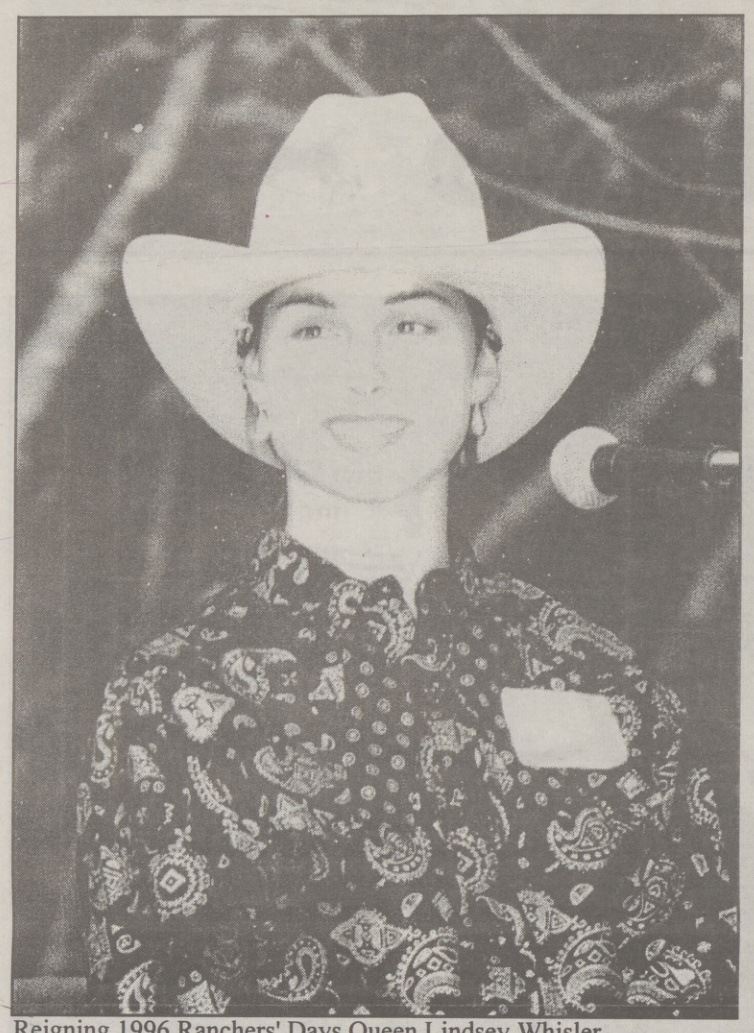
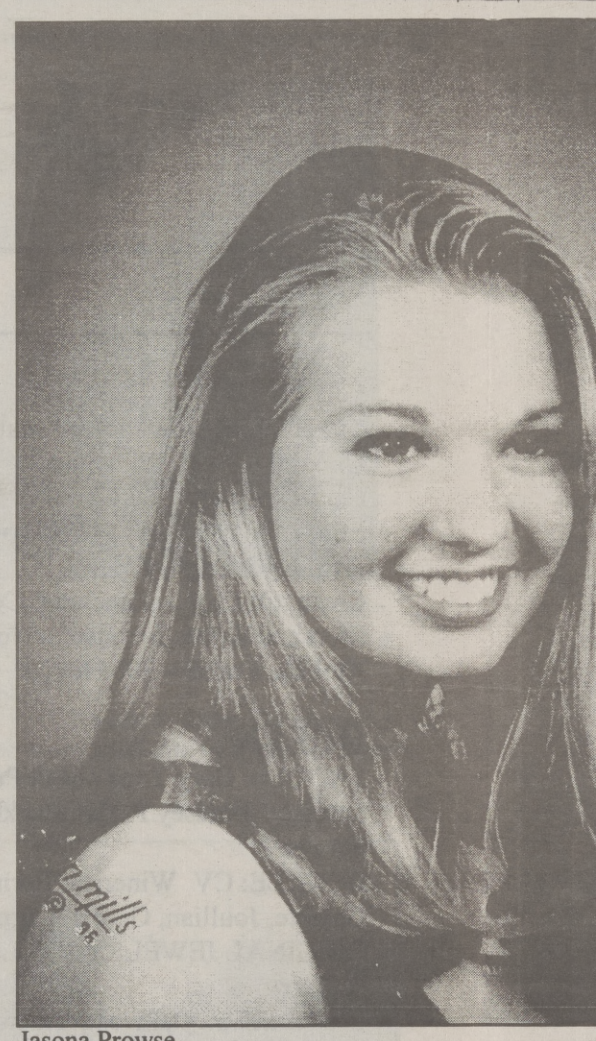


Reigning 1996 Ranchers' Days Queen Lindsey Whisler

Casey Dress



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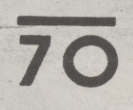
# Carmel Valley Brands

**These brands have been used at various ranches around Carmel Valley, some since the 1800's. The brands will be featured at the 15th annual Carmel Valley Ranchers' Days. Brands will be displayed throughout the weekend at the Carmel Valley Trail and Saddle Club.**

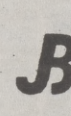
THE BOB EATON FAMILY

RON BUILTA



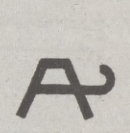
ASKEW FAMILY

BELL RANCH

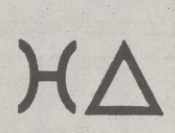


BERTA RANCH

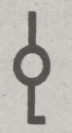
BOEKENOOGEN RANCHES



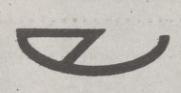
FERRASCI FAMILY



HOLMAN RANCH



LAMBERT RANCH

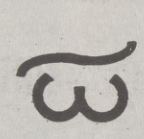


JIM McPARLIN

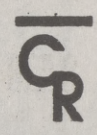
FRED NASON JR. MEMORIAL



OAK RIDGE RANCH

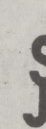


RANCHO CHAPINOS BOB & BETTY WILSON

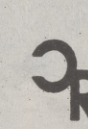


RANCHO SAN CARLOS

SHAMROCK RANCH



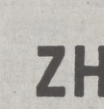
JACK & SALLY SWANSON



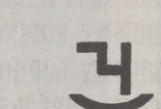
CARMEL RANCH CO.

ROGER & DODIE WILLIAMS

RANA CREEK RANCH



BILL DORRANCE



JOE WOLTER FAMILY

**JUDY HECKER**

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## Farm Center Barns

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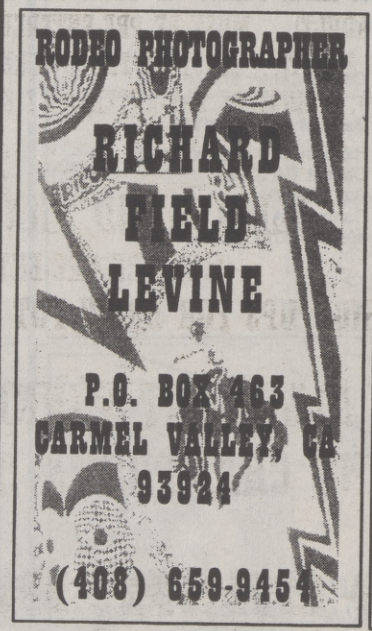
Lisa Guthrie
P.O. Box 504 ♦ Carmel Valley, CA 93924
♦ (800) 367-3336 ♦ (408) 659-5361 ♦ FAX (408) 659-2392



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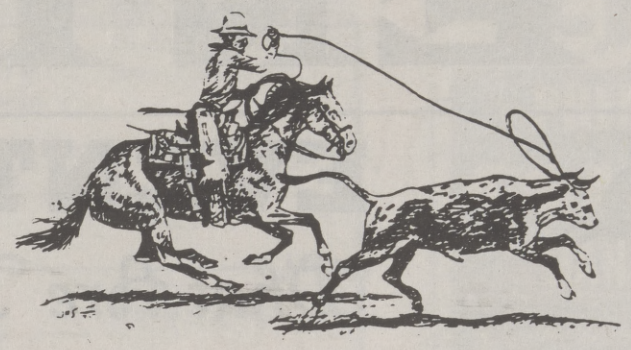
# CARMEL VALLEY RANCHERS' DAYS

## AUGUST 23 & 24, 1997



**EVENT** **ENTRY FEE**

### ★ SATURDAY – MAIN ARENA - WCRA - 8AM START - POST ENTRIES 7AM ★

TWO STEER OPEN DRAW POT (go 3 times) ...CURT SCHEUBERT MEMORIAL ..... $25/person
#4 TWO STEER (go 3 times) ..... $25/person
#5 TWO STEER (go 3 times) ..... $25/person
#7 TWO STEER (go 3 times) ..... $25/person
#8 TWO STEER (go 3 times) ..... $25/person
#7 MIXED TWO STEER (go 3 times) ..... $25/person

### ★ SATURDAY - SMALL ARENA- 8AM START -PRE-ENTRIES ONLY ★

JUNIOR KEYHOLE RACE (13-17) MUST BE PKE-ENTERED BY 8/11/97... LIMIT 30 ENTRIES ..... $5/person
JUNIOR KEYHOLE RACE (7-12) MUST BE PRE-ENTERED BY 8/11/97... LIMIT 30 ENTRIES ..... $5/person
JUNIOR KEYHOLE RACE (0-6) MUST BE PRE-ENTERED BY 8/11/97... LIMIT 30 ENTRIES ..... $5/person
JUNIOR DUMMY ROPING (7-12) MUSI PRE-ENTERED BY 8/11/97 ... LIMIT 35 ENTRIES ..... $5/person
JUNIOR DUMMY ROPING (0-6) MUST BE PRE-ENTERED BY 8/11/97 ... LIMIT 35 ENTRIES ..... $5/person
JUNIOR GOAT UNDECOATING (7-12) MUST BE PRE-ENTEREDBY 8/11/97 ... LIMIT 35 ENTRIES ..... $5/person
JUNIOR GOAT UNDECOATING (0-6) MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 35 ENTRIES ..... $5/person
JUNIOR STICKHORSE (4-6) MUST BE PRE-ENTERED BY 8/11/97 ... LIMIT 30 ENTRIES ..... $15/person
JUNIOR STICKHORSE (0-3) MUST BE PRE-ENTERED BY 8/11/97 ... LIMIT 30 ENTRIES ..... $15/person
LADIES GOATMILKING... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 ENTRIES ..... $5/person
OPEN CALF BRANDING... 3 PERSON TEAM... MUST BE PRE-ENTERED BY 8/11/97... LIMIT 30 TEAMS ..... $25/person

### ★ SUNDAY – MAIN ARENA 7:30AM SHARP! START PRE-ENTRIES ONLY! ★

OPEN STOCKHORSE (go 2 times)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 ENTRIES..... $25/horse
JUNIOR STOCKHORSE (13-17) (go 2 times)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 10 ENTRIES..... $10/horse
JUNIOR STOCKHORSE – DRY WORK ONLY (0-12) (go 2 times)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 15 ENTRIES..... $5/horse
OLD STYLE CALF BRANDING (enter twice-rope once)...3 MAIN TEAM....MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 TEAMS..... $15/person
RANCHERS CHOICE JR. TEAM PENNING (1 JR 0-12, 1 ADULT)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 TEAMS..... $10/junior
RANCHERS CHOICE JR. TEAM PENNING (1 JR 13-17, 1 ADULT)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 TEAMS..... $10/junior
OPEN TEAM PENNING – 3 MAIN TEAM (go once only!)... MUST BE PRE-ENTERED BY 8/11/97 ...LIMIT 20 TEAMS..... $25/person

### ALL-AROUND RANCH HORSE AWARD

(MUST BE PRE-ENTERED BY 8/11/97)

NOTE - SIGN UPS FOR DRAW POT WILL CLOSE AT 7:45AM SATURDAY

### SILVER BELT BUCKLES FOR ALL EVENT WINNERS (EXCEPT GOATMILKING) SADDLE AWARDED TO ALL-AROUND CHAMPION & HIGH MONEY WINNER OF ROPING

## $30,000 CASH, PRIZES & AWARDS

# CARMEL VALLEY RANCHERS' DAYS

# ★ EVENTS ★

## EVENTS

### Schedule

### Thursday: August 21

**Jail and Hoosegow** in the Running Iron parking lot. Carmel Valley Ranchers' Days Justice to be doled out by Deputy Pat Duvall, Jack Belangee, Clem Savoloe, and Dyan McAuley.

### Friday: August 22

#### At the Carmel Valley Trail and Saddle Club

8:00a.m. Cutting
4:00 p.m. Queen Contest Begins (Small Arena)
5:00 p.m. Wild Boar BBQ
Music and raffle drawings throughout the evening. Bring the kids for a fun filled family night.

### Saturday: August 23

#### At the Carmel Valley Trail and Saddle Club

The Snack Bar is open 7am - 4pm
7:00 a.m. Team Roping Sign-Ups
8:00 a.m. Team Roping Begins (Main Arena)
8:00 a.m. Junior Events (Small Arena), Keyhole Race, Dummy Roping, Goat Undecorating, Stickhorse Race, Ladies Goat Milking, and Open Calf Branding.
6:00 p.m. BBQ and Music by STRICTLY COUNTRY. Refreshments by The Running Iron.

### Sunday: August 24

#### At the Carmel Valley Trail and Saddle Club

The Snack Bar is open 7am-5pm
7:30a.m. Stockhorse Events, Old Style Calf Branding, Ranchers Choice Team Penning, Open Team Penning.

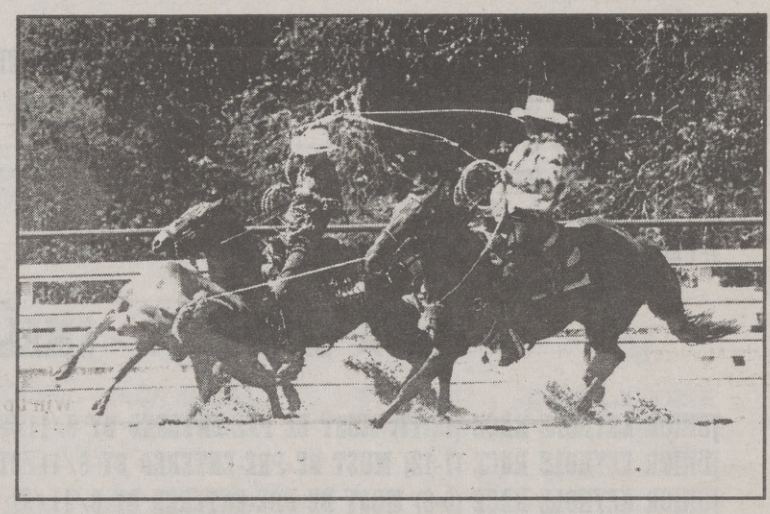
### Raffle

Raffle Tickets are available by calling 624-4737 or at The Farm Center for $2. Prizes include an original 1997 Carmel Valley Ranchers' Days Silver Buckle, a Jack Swanson print, a Guided Board Hunt, a Trail Ride for 2 at Rancho San Carlos, Lunch for 2 at the Monterey Fish House, a $25 gift certificate at Kurt's Small Equipment Repair, and a $50 gift certificate at The Farm Center.

## EVENTS

### What Are They?

**For those of you uninitiated in ranching skills, here is a brief explanation of this year's Ranchers' Days events.**



**Team Roping:** Team roping involves two people and one steer. The objective is for one person to rope the horns and for the other to rope the hind feet. After this is accomplished and the horses face one another the clock stops and the fastest time wins.

**Keyhole Race:** This event is for juniors up to age 17. The horse and rider run through a chalk outlined "keyhole", going in, turning around and exiting without touching the chalk outline and the fastest time wins.

**Dummy Roping:** This event is for kids up to age 12. The kids, on foot, try and rope a "dummy" steer, (actually a hay bale with horns). The child who can rope the dummy steer from the farthest distance wins.

**Junior Goat Undercoating:** In this event children up to age 12 try and remove a ribbon from a tethered goat's tail. The fastest time wins.

**Stickhorse Race:** Children up to age 6 ride their stickhorse up to, around, and back from a 5 gallon bucket - the fastest time wins. (A stickhorse is essentially a broomstick with a plastic horse head.)

**Ladies Goat Milking:** This is the only uni-gender event where ladies run to the goat, milk the goat and run back to the finish line without spilling the milk. The fastest time wins.

**Open Calf Branding:** Two people on horseback enter a pen with four calves. The goal is to brand two calves in the fastest time. (The branding iron is not hot, it is coated in whitewash.)

**Stockhorse:** The "dry" portion involves riders and their horses performing a predetermined pattern including things like a figure eight, sliding stops and spins. The second portion involves the rider working a cow up and down along a fence and then circling it.

**Old Style Calf Branding:** This event is similar to open calf branding but more emphasis is placed on the "fancy loop" which is a more elaborate roping technique.

**Ranchers Choice Team Penning:** A junior and an adult team on horseback enter a pen with several cows and move two into a designated area. The fastest time wins.

**Open Team Penning:** A three member team on horseback enter a pen with 30 cows and try and cut three specified cows from the herd into a specified area. The fastest time wins.

# s, and Booze

| SUNDAY 17 | MONDAY 18 | TUESDAY 19 | WEDNESDAY 20 |
|---|---|---|---|
| 18 and over night – dress to impress! | Punk Rock night with DJ Ina – music of the 70's and 90's. | DJ Sparky all request - $2 domestic beer and well drinks all night. | DJ Greg Dean and The Bang- house music |
| Military Night ½ price pool with ID | "Bryan Diamond" 4-7 Happy Hour | ½ off pool with THE SUN ad | Ladies Night ½ Price Pool |
| closed | KPIG Blues Bait | "Jonah and the Whalewatchers" | "Usual Suspects" |
| closed | Male and Female Exotic Dancers 9:30 | closed | Country Night w/ DJ Johnny Morgan |
| $5/hour pool 1/2 off Bud Beer – all day | Buy a cigar- get your first martini ½ off | 9-ball Pool Tourney – 7pm | 8- ball Pool Tourney- 7pm Ladies & Military Night – ½ off pool |
| OASIS and DJ Tropical 2000 Live On-Air w/KCTY-KRAY $5 | Loco Lunes: KDON Latin House Music with DJ Mark Garcia | closed | closed |
| Three Spirits Jam Session followed by the Monterey Rock Scene CD Preview – 4-10pm. | "Unpluggable Race" | "Mockingbird" - unplugged | Club Night featuring "Unpluggable Race" Win up to $500 cash. |
| Satellite Sports Interactive 6pm | Satellite Sports Interactive 6pm | Disco and funk with Burnin Vernon | Grrrls Night Out with The Karma Band 9pm |

about booking some killer ska acts and he's a man of his word. What would Doc's be like without blues on the weekend? Would Cannery Row crumble into the sea? Hell yeah, so **Lester Butler** and **John Tucker's Broadway Band** are gonna get down Friday and Saturday respectively at Monterey's "home of the blues". Have you been to Doc's on Tuesday and Thursday? Club owners around town must be amazed by the following that Pulgarin and the gang have developed for their two reggae (now with a dash of ska) nights. I haven't seen mid week nights (other than special headliners) in a Monterey club this packed since "Country Night" at Planet Gemini. Just check out local reggae favorites **Jonah and the Whalewatchers** on Tuesday and you'll get the drift. And don't forget Greg Fredericks, Bud Cochrel (hopefully he'll be tending the vocal duties - he's straight up awesome and a great songwriter!), and the gang of **Usual Suspects** Wednesday at Doc's.

## And...

Now don't you forget the Sand Jam this Saturday at Three Spirits Gallery. **The Tristan Tazara Ensemble Electrique** will premiere a new experimental improvisational work entitled "Hoy". **KYFE** and **4:20 Express** are also slated to perform. 361 Orange Ave., Sand City at 8:00 PM. $6 cover. For more information call 393-2782.

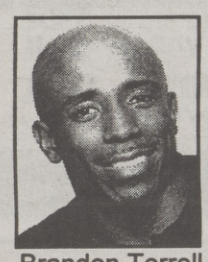
OUT!

Three chances to see Unpluggable Race this week at Viva - Saturday, Monday, and Wednesday.


PLANET GEMINI

PREMIERE COMEDY AND DANCE CLUB

THURSDAY-SATURDAY
3 Nights of Serious COMEDY
with
Ralph Louis Harris



Brandon Terrell
Music with
FOREIGN EXCHANGE
COMEDY: 9-10:30PM
DANCING: 10:30-2AM
Thurs-Fri: $6 Sat: $8

SUNDAY
Salsa Night
Live on the Air w/KCTY-KRAY Radio
featuring
Gruppa Oasis
$2 MGD's · $3 Margaritas
$5 cover - Doors Open 8:30pm

MONDAY
"Loco Lunes"
Latin House - KDON
High Energy Dance Party
with DJ Mark Garcia

PLANET GEMINI
625 Cannery Row
Monterey CA 93950
Reservations & Ticket Info:
(408) 373-1449



180 East Club

LIVE ROCK THURSDAYS
This Thursday
three spirits with
420 EXPRESS
THE PROJECT
and
LOVERS & STRANGERS
NO COVER!

FRIDAY
DJ Lady "J" - Top 40
all request Dance Music

SATURDAY
DJ Alan Chase
from KDON Top 40
DANCE MUSIC

SUNDAY
18 and over night!
Dress to Impress!
Dress Code Enforced!

MONDAY
DJ INA-Punk Rock Night
Music of the 70's & 90's

TUESDAY
$2 Tuesdays
all well and domestic draft beers $2
DJ Sparky

WEDNESDAY
DJ Greg Dean
Underground
House Music

FOOD SERVED UNTIL MIDNIGHT!
180 East Franklin in
Downtown Monterey
Open 8pm-2am
372-2244

THE PLACE TO GO ON CANNERY ROW FOR FUN, FOOD AND SPIRITS.

RACK 'EM UP!

- 18 Pool Tables
- Snooker/Shuffleboard Foosball/Darts
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- Full Bar–Happy Hour 4pm-7pm Weekdays
- Full Menu–Lunch, Dinner and Late Night Fare
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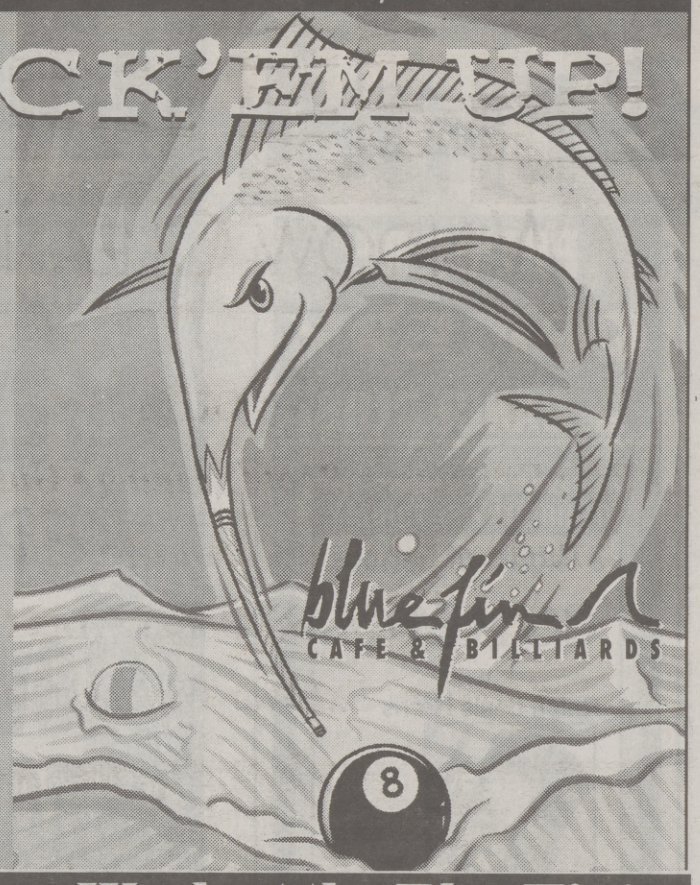
- Food and Drink Specials Daily
- Live Entertainment
- Unique Facility for Events and Parties
- Open Daily 11:00am-2:00am




It's Japan Week at the BlueFin!

$3 Asahi Beer $5.95 Tempura $4/hour Happy Hour Pool, 4-7 & Free Hour of Pool with Lunch - Monday - Friday

| THURS | FRI | SAT | SUN | MON | TUE | WED |
|---|---|---|---|---|---|---|
| UNKNOWN JEROMES | KURT 6-9 The Tone Kings | THE RETURN OF CORBY YATES | Military Night ½ Price Pool w/ID | Bryan Diamond Happy Hour | ½ off POOL with this ad | Ladies Night ½ Price Pool |
| 8:30-11:30PM | 9PM-1AM | 10PM-1AM | 8PM – 2AM | 4PM-7PM | 8PM-2AM | 8PM-2AM |

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The Ridge Restaurant

Take A Trip Up To The Award-Winning Ridge Restaurant For A Lunchtime Feast!

LOCALS SPECIAL $6.95

Includes your choice of entrée, beverage & dessert. Expires 8/30/97. Selected from the following:

**A delectable RIDGE TOP BURGER**: A half-pound Ground Sirloin with your choice of cheese.
**SMOKED CROISSANT CLUB**: Hickory Bacon, Smoked Turkey, Jack Cheese and Avocado.
**GRILLED CHICKEN FOCCACIA SANDWICH**: Grilled Chicken, Havarti Dill, Piperade, Pesto Aioloi on Foccacia.

| DESSERT | BEVERAGE |
|---|---|
| Cinnamon Apple Crisp | Coffee |
| Ice Cream • Chocolate Mousse | Tea |

The Ridge Restaurant
200 Punta del Monte Carmel Valley • Res. 659-0170

# CALENDAR

## August 14

♪ Bradley's Restaurant & Tavern at the Barnyard in Carmel (formerly Michael's) will be joining with KXDC FM to present its successful "Thursday night KXDC Smooth Jazz Happy Hour Concerts" every Thursday from 5 to 7p.m. Call 655-6799.

**Carmel Valley Chamber of Commerce luncheon** at Rancho Canada featuring humorist **Larry Wilde**. $12 members, $14 non-members. For reservations call 659-4000.

## August 14-17

♪ The **Helcio Milito Trio** play world-class Brazilian and American Jazz at the **Lobby Lounge** at the Inn at Spanish Bay every Thursday-Sunday from 7-11pm. This week features Weber Drummond on piano, bassist Mike Marcus, and percussionist Helicio. On Saturday pianist Dick Whittington will replace Weber Drummond on piano. For more information call 647-7500.

## August 14 - 22

**Pacific Rim Sculptors Group.** See a group of artists from Monterey and San Francisco Bay show a broad spectrum of sculpture styles at the Cooper- Molera Park in Monterey. For more information 625-1207.

## August 15

♥ Pacific Grove Youth Action Inc. hosts the **Concours Auto Rally.** Prizes will be awarded and proceeds go to charity, for more information call 375-7273.

## August 15-16

**"The Garbage Cantata"** will appear at the Western Stage Cabaret Old town August 15 at 8p.m. and August 16 at 2p.m. Playwright Barry Keating is a six-time Tony Award nominee. Tickets $5 adult, $2.50 children. For more information call 755-6816 or 375-2111.

## August 17

♪ **Viva Brazil! Friends of Hidden Valley Twilight Concert Series** featuring Kieth Underwood, flute & Webber Drummond, piano/composer. Starts at 6 p.m. at Carmel Valley Community Park Gazebo. For more information call 659-3115.

## August 19

♥ **Girl Scout Fund Raiser Pizza Nights.** Come support Switzerland Bound Marina Girl Scouts. At Mountain Mike's Pizza – 266 Reservation Rd. Marina. 5p.m. to closing. Call Jackie Gonzales at 384-3361.

## August 20

**The Great Tomato Contest** at the Monterey County Fairgrounds during the Monterey County Fair. Drop off your big tomato between 12 and 3 for judging. For more information call 375-4505. Entry is free.

♪ Karaoke at The Running Iron in Carmel Valley. For more information call 659-4633.

## August 20-24

**Carmel Valley Ranchers' Days** at the Trail & Saddle Club. Call 624-4737 for more information.

## August 21

**Carmel Unified School District - Board of Education Meeting.** Starts at 7p.m. at Carmel Middle School Library.

## August 22

Carmel Valley Rancher's Days kick-off BBQ at the Trail and Saddle Club. Music will be provided by Alan Drew and Rob Kennedy and the Queen contest will be held. $7 adult/$5 child. Call 624-4737 for more information.

## August 23

♥ The first annual **"Smokin' the Bay"** benefit, **"An Evening of Great Cigars, Food, Jazz & Art"** has been scheduled on Saturday, Aug. 23 from 6-10pm at the Hammon Prescott Gallery. The black tie charity event will benefit The Monterey County Film Commission and The California Culinary Academy. For more info. call 372-2406.

**Pancake Breakfast sponsored by** Soroptimist International of the Monterey Peninsula to be held at the Monterey County Fair. Breakfast includes pancakes, sausages, juice, and coffee. $8 for adults & $5 for children 4-12. Price includes full entry to the fair that day. Call Monterey Fairgrounds 372-5863 for tickets.

## August 23-24

Monterey Wine Country Associates invite you to the 5th Annual Winemakers' Celebration to be held Saturday from 12 – 5p.m. at the Custom House Plaza in Monterey. On Sunday wineries will hold open houses. For more information call 375-9400.

## August 24

♪ **Free Garden Concert in the Barnyard - Big Rain** - Sunday, August 24 from 4 to 6pm. CD Give Aways every hour. Presented by Do Re Mi Music, The Barnyard, & Umbrella Records.

## August 30

♪ **Asleep at the Wheel at Galante Vineyards** in Cachagua, 3-7pm. Bring a picnic and dance to the Texas Swing Music. Proceeds benefit the Cachagua Volunteer Fire Department. Call 1-800 GALANTE for reservations and more information.

## Through August 31

**Skulls – photography by Francois Robert** will be on display at the Pacific Grove Museum of Natural History. For more information call 648-3116.

## September 3

All local artists and craftspeople are welcome to bring their work to Sunset Center for selection for the 27th annual Homecrafters' Marketplace to take place November 22. The selection committee will be in the Chapman Room (#4) from 9am to 4pm. For information call 659-5208.

## September 6 & 7

**Festa Italia** at the Custom House Plaza in historic Monterey. Open to the public from 10a.m. – 7p.m. Admission will be free!

## BLUES MUSIC NEWS

# The Blues Bus

By Rand Elliot Rueter

### Neighbors

When I was a freshman in high school, my family moved from Detroit to Valparaiso, a small town in northwest Indiana. The nearest large cities, were Gary and Michigan City, each about twenty or so miles in opposite directions. Valparaiso was the home of Orville Reddenbacher, 'though he wasn't famous yet and Valparaiso University, a bastion of the Missouri Synod.

Valparaiso High had about 400 students and was most famous for being State Champion in basketball three years out of the four that I went there. (If you know about basketball, you know this is hot stuff.... if not, Indiana is the world capital of basketball.. most Indiana high school teams can beat a lot of college teams from other states.)

Since I was a swimmer and hockey player, I had to find another source for attention and recognition. The options were music or owning a dragster. Since owning a dragster entailed getting greasy, I opted for music.

Gary was the secondary hub of the Chicago music scene, so I started hanging out there. The first radio station that I ever worked at was WLTH in Gary. Many of the Chicagoland soul and blues greats lived and played in the downtown and west side bars of Gary. The Kinseys, Jacksons, yes even the gloved one and a lot of other great musicians came from Gary.

**The Kinseys, Jacksons, yes even the gloved one, and a lot of other great musicians came from Gary.**

On Saturday, I was talking to another great Gary export, now Monterey Bay resident. Sista Monica Parker has a new CD out. Her second, it is the real deal, stronger songs, great arrangements, and tight performances. This isn't just "good local record" stuff, this is good stuff. It is truly nice to see someone work as hard as Sista Monica and come up with some roses.

She covers blues, soul and funk and never looses the special flavor and humor of her writing.

If you get the chance to see her live, at Docs or Moes, do it, she works twice as hard as most and delivers the goods. While you are waiting, buy the record and check out one of Gary's best exports.


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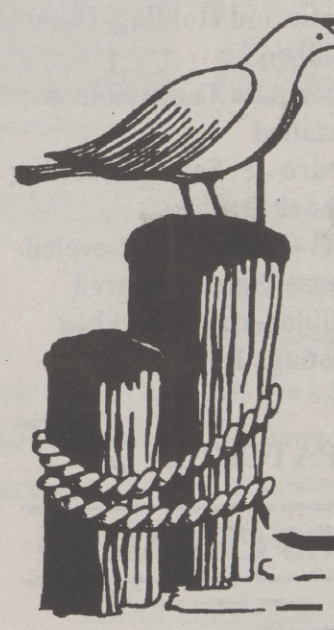

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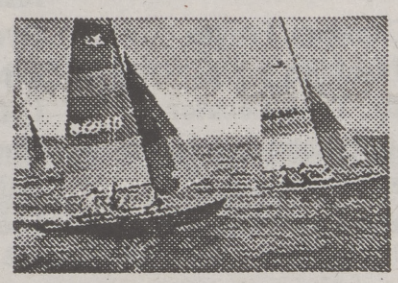

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# YOUR FINANCES

## Spare Change

By Barbra Alexander

### Educating the Bankruptcy Generation

In 1995 thirty five million children in the United States, aged 4 through 12 could boast an annual income of $20.3 billion. They spent $17.1 billion of those funds. Today their numbers have grown to forty five million and there are four million births per year. How much education they have about money and how to care for it, is directly related to their parents' financial habits.

**...a recent national survey pronounced eighty percent of the American public to be financial illiterates...**

Texas A & M University reported their study on how kids spend their money. I found the results fascinating. Let's see what you think, keeping in mind that these are still just children, wait till they get to be teenagers.

- $2.8 billion is spent on junk food
- $2.9 billion goes for toys and games
- $2.6 billion is spent on movies, shows, concerts and sporting events
- $2.7 billion is used to buy clothing
- $1.4 billion drops into the coin slots of arcade video games
- $2.6 billion is spent on miscellaneous items from stereos to cosmetics and other living expenses

I suppose the balance ended up in a variety of saving accounts or presumed college funds.

After looking at the above, does it make your skin itch to think that a recent national survey pronounced eighty percent of the American public to be financial illiterates - people who are unable to understand basic finance and investment matters and systems.

Ellyn Spragins of Newsweek was quoted, "If you think kids today don't need to know about money, look at the toll of financial illiteracy today. Bankruptcies have more than doubled since 1984. The national savings rate has fallen to less than four percent in recent years, and that's down from seven percent in the 1970's, which wasn't such a hot number either."

What's even more intriguing is that while the amount of money children spend every year is significant, the amount over which they exert some influence is much greater. Toy & Hobby World reports that the four to twelve age group influences purchases amounting to more than $130 billion. Other estimates run as high as $200 billion. Influenced purchases range from videos to toys to furnishings to automobiles. What ever happened to parents making their own decisions about furniture and cars?

Regardless of the products purchased the little influence peddlers have some serious monetary strings to pull, and they are pulling. The question - how much teaching are you, the responsible adult, doing?

Hopefully you are not relying on the school system to instruct your child on money management. Schools have enough trouble teaching basic mathematics like addition, subtraction, and so on. They probably don't have the time to try to teach a philosophical course on financial management, or how to be good financial decision-makers.

Of course teaching children about finances isn't a one-time event. It's a process that continues throughout childhood - and the sooner you begin the better. We know that when children are young they are eager to please and to learn. You may want to introduce good money habits beginning with the small change left by the tooth fairy, while kids are still easy to reach and proceed forward. If you wait until they are in high school, habits will have been formed and your job, and their attitude, will be much tougher.

Children's financial education and management books do exist on the market today, but the best teacher may be experience. I can recall certain personal experiences that taught me to think about how I was spending my own money. Since they were examples shown to me by my parents, they were acceptable and did not divide our household into armed camps of conflicting opinions.

Parents, if you want some clever and fun tools to assist you with this instructional process, give me a call and I can point you in the right direction. There is help; it's not like you're the Gladiator adult, all alone out there trying valiantly to stem the tide of frivolous spending frenzies. But if you have children or grandchildren in this age range, please do something.

Some fifty percent of all marriages in California end in divorce, eighty percent of those irreconcilable differences' were over money, how to spend it, manage it and keep it. Money sense is a learned art and wisdom comes from experience. Wouldn't it be swell to have some responsible financial wisdom to rely on when we pass the baron of leadership on to the next generation?

*Barbra Alexander can be heard every Saturday front 8 to 9 a.m. hosting the MONEY HOT-LINE on KSCO 1080 AM. You can reach Barbra directly for your Home Loan needs by calling 408-659-0682.*


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# ENVIRONMENT

## Your World and Mine

By Araby Colton

### From the Horse's Mouth

We can't do better this week than quote for you, in case you missed it, from The Financial Times of London.

"The world is consuming natural resources faster than they can be renewed, and lacks 'the necessary sense of urgency' to pull the planet away from 'an environmental precipice," a U.N. report warns.

The United Nations Environmental Program (UNEP) warns that poverty, population growth, and insufficient resource use, as well as wasteful consumption in rich countries, are all 'equally' factors in the world's unsustainable development.

**Not some gloom-and-doom-spouting ecofreak, but the United Nations itself, telling us we're heading pell mell for catastrophe if we don't mend our ways.**

UNEP, the U.N.'s environmental arm, calls for 'immediate enhanced, and concerted action' by the international community, to promote 'drastic changes' in energy use, to disseminate environmentally sound technologies, tackle water shortages, and improve environmental data to aid decision making.

"The world can no longer afford fossil fuel consumption, which increases exponentially with economic growth.

"Alternative energy sources, says UNEP, need to be vigorously pursued, and energy efficiency greatly improved to prevent economic growth mainly powered by fossil fuels, which grossly exacerbate air pollution and climate change.

"Africa and other parts of the world will become more dependent on food imports, while North America and Europe can be expected to suffer increased pressure from farming for exports.

"The number of people facing severe water shortages will almost certainly double, from 1.5 billion in 1990 to 2.8 billion in 2050.

"But UNEP said that great progress could be made in halting 'negative environmental trends' if the world were to spend 2 to 3 percent of gross domestic products on environmental education and protection.

"Given that poverty was still an obstacle to embracing higher environmental standards, another prerequisite for reversing environmental degradation was for industrialized countries to live up to pledges at the 1992 Rio Summit to raise development aid to the equivalent of 0.7% of GDP."

So, there we have it. Not some gloom-and-doom-spouting ecofreak, but the United Nations itself, telling us we're heading pell mell for catastrophe if we don't mend our ways. We have to develop other energy sources than fossil fuels. We have to conserve our water, and stop pumping our garbage into it. They don't say it, but the implication is plain, that our world-wide production of animals for food is a disastrously inefficient use of resources.

The U.N. reminds us that if we sould raise development aid to the developing countries to 0.7% of our GNP. Maybe we should keep our word .. or maybe remind our V.P.? Or we can just ignore the miserable people of the world, and one of these days we might find ourselves on the receiving end of a bomb or two. Yes?

*Araby is on vacation, if you have a favorite "Your World and Mine" column you would like to see reprinted – please call us at 659-9786.*

# Sports Raw

By Mike Hohler

## Interesting Baseball Trades

As the pennant races heat up in major league baseball, teams start to make trades with other teams to improve themselves. Usually, teams that are in first place or at least in the pennant race, are the teams that make the most and biggest moves. As a matter of fact, both bay area teams, the San Francisco Giants and the Oakland A's, made very, very big deals before the July 31 trading deadline. The trades were so big, in fact, that they made the front page on many sports pages. Let's start with the good trade if you are a bay area sports fan.

**As for the A's trade...well, this simply shows why it does not pay to be an A's fan.**

It was my San Francisco Giants that made the good trade. But it wasn't really a trade. Pete Franklin, who has a sports-talk show on the Giants flagship radio station, KNBR 680, said on the day of the trade, "The Giants have made the biggest steal in major league history!"

Well, Pete, I don't know if it was the biggest steal in major league history but it was definitely the biggest steal in a long time for the Giants. San Francisco traded six minor league players to the Chicago White Sox. Only one of the six, Keith Foulke, had appeared in a major league game. In return however, the Giants received three star pitchers - Wilson Alvarez, one of the best left-handed starters in the American League; Roberto Hernandez, one of the best closers in the American League; and Danny Darwin, a 21-year veteran pitcher that still has a great deal of talent. This trade has already benefited the Giants...they have regained a slim lead over the Dodgers and are back to playing good baseball.

As for the A's trade...well, this simply shows why it does not pay to be an A's fan. Oakland, already one of the poorer teams in baseball (worst in the A.L.) traded away their best player, and possibly the best hitter in baseball, Mark McGwire, to the St. Louis Cardinals. Now the A's are absolutely horrible...they could easily have the worst record in baseball by the end of the season. All Oakland got in return for McGwire from the Cardinals was T.J. Matthews, a decent relief pitcher. They also got a couple of no names. Surprisingly, though, Matthews has done well for Oakland and McGwire, as I write this, is 2 for 25 in seven games played, with no home runs, just one run scored and many, many strikeouts. Who knows, maybe the A's will benefit from the trade...on second thought...I don't think so!

Everything Under THE SUN

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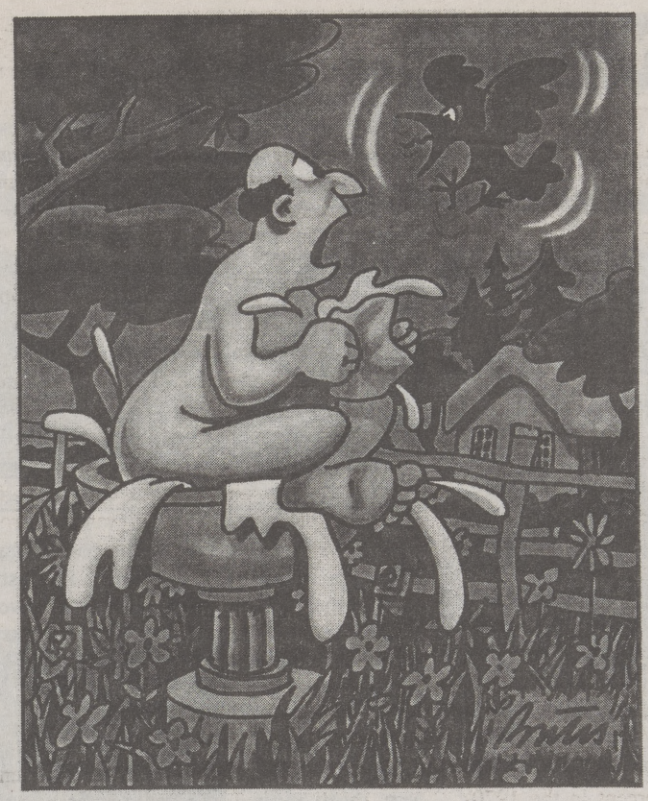
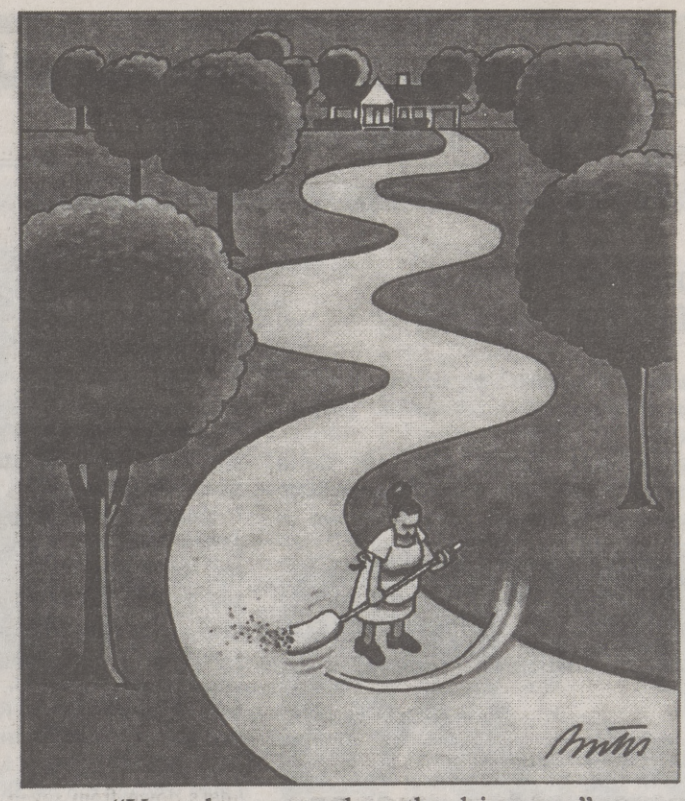
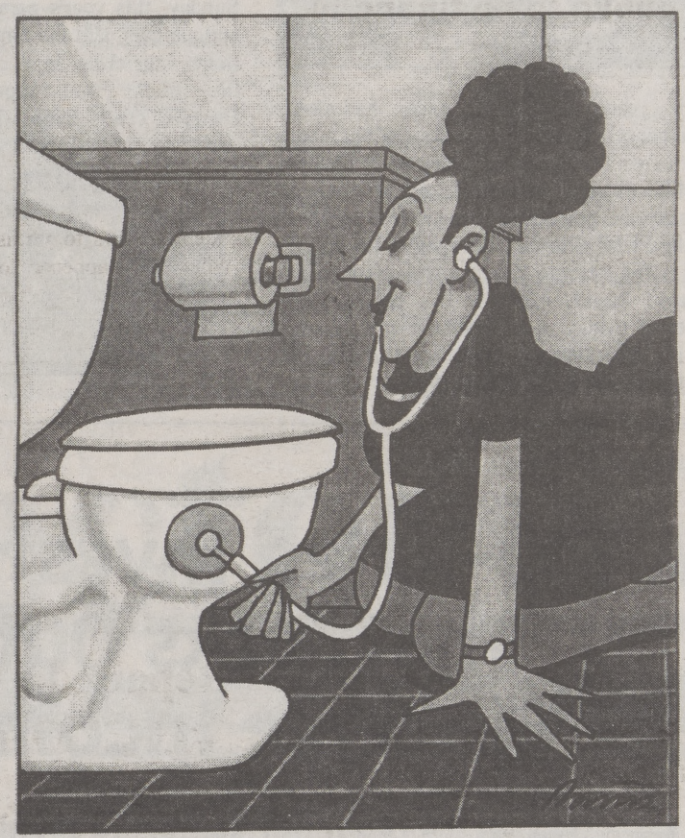


"Take shorter showers."



"Use a broom to clean the driveway."

"Water outside in the early morning or late evening."



"Check for silent leaks in the toilet."

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- ■ Water outside in the early morning or late evening
- ☐ Install timers and drip irrigation
- ■ Use a broom to clean the driveway
- ☐ Rinse vegetables and fruit in a bowl
- ■ Take shorter showers
- ■ Check for silent leaks in the toilet

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# VALLEY COMMUNITY

# River Ramblings

By Joseph Hertlein

## More 1997 FIESTA Coverage!!

Starting off Saturday's big day was the C.V. Volunteer Fireman's super terrific pancake breakfast.

Bruce Crane, Carl Deitman & David Cummings are shown preparing another batch of pancakes. There was a steady stream of customers including the Adams Family.

This year's 5 & 10K races had more participants than ever. At the start of the race, a flock of white doves were released in memory of Mike Parsel. Silhouetted against a perfect blue sky the graceful doves inspired racers to run their best. Shown (above right) leading the pack is #64 Refugio Vezcaya winner of the 5K.

David Parsel, #280, Mike's brother, who drove up Friday night from Newport Beach, arriving at 3:30 a.m. Saturday, won the 10K race in a course record of 37.19.

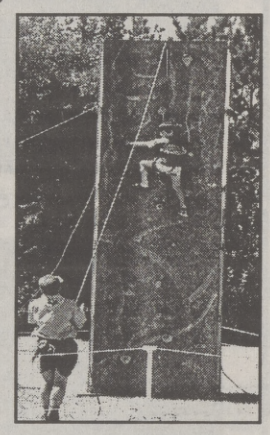
This year's course was reconfigured to have the ending in the park. Besides giving the runners soft grass for the final 100 yards, it brought more people into the park earlier and added to the sales and enjoyment of the pancake breakfast, giving patrons and firemen something else to cheer about. Though not all the race participants had to run. Sophie Robel was lucky to get a ride from her mother Laura who did run the 5K.

Instead of a separate clown parade on Sunday, this year's parade combined clowns, antique cars, and the longest collection ever of floats, musicians, local civic groups, politicos, fire trucks and especially the popular **Dusty's Train Ride** which offered rides to kids and their parents through the park Saturday and Sunday.

Besides great arts and craft booths where you could, for instance, buy or make your own jewelry, Saturday and Sunday afternoons were filled with great music and entertainment.

On Saturday the crowd was treated to some mighty fine, extraordinary banjo playing by **Jake Stock's Abalone Stompers**, as well as the sounds of **Del Monte Express**, and the beautiful dancing of **Ballet Folklorico.**

Sunday's entertainment in the park included **Eight Second Ride, Gymnastics Fantastica,** and Carmel Valley's own hometown favorite Blue Grass music group **Homefire.** Adding to the great musical sounds heard during the Fiesta were **Sidesaddle & Co.** who played Friday night at the Hoopla and **Strictly Country** who played for the street dance Saturday night.



A major attraction throughout the weekend and of special interest to the kids were the fun games, bouncing balloons, and of course for the older kids the climbing wall. And if you needed to take a splash to cool off, the Community Center pool was right next door.

Kids also loved the watermelon contests and 3 legged races that were held each afternoon.

We all have something to look forward to at next year's Fiesta. As much fun as the Fiesta is, and as much of it as you take in, there is so much you can't quite do it all. We have fond memories of Fiesta '97 and we look forward to Fiesta '98.

Here is wrap up of the other committee chairs who did such a fantastic job of organizing this year's Fiesta. Bob Hursey was in charge of food booths - great food; Sue Finlen organized the Dog Show, more than 100 dogs and 200 spectators; Pancake Breakfast - Jeff Frye flipper extraordinaire; 5-10K Races - led by Brian McCoy; Kids Games - Mary Neimy and Pack #127 scouts; Train - Dusty Eaton; Street Dance - Ben Goldman; Parade - Randy Randazzo, who always puts on a great parade; Legal/Permits/Insurance - Pat Hannon; Entertainment - Ben Goldman, who provide a great music line-up; and Chairmen Emeritus - Gene Erner & Frank Quilty.

It is these two gentlemen who established the terrific success the Fiesta has become. And this year's Chair, Bruce Nichels, carried the tradition forward. With the help of more than 100 volunteers the Fiesta demonstrates the best of Carmel Valley. The weather was perfect and the community spirit was even better. Many said it was the best Fiesta ever. Let's keep the spirit fresh throughout the year as we share together this beautiful Valley.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# SHERIFF'S LOG

July 27

Pebble Beach: A woman reported receiving several annoying phone calls.

Deputy thought he heard 3 gunshots, upon investigation nothing was found.

Carmel Valley: A caller reported that a man continually punches his dog.

July 28

Cachagua: A man reported a suspect brandished a weapon at his daughter and told the 6 year old victim "bang, bang your dead." The suspect, who is a juvenile, stated he and his friends were playing cops and robbers with no intention of scaring the girl. The weapon was a plastic gun.

Carmel: A man reported an employee of his saw three Hispanic males in the bathroom of the uncompleted car wash on Carmel Rancho Blvd. The employee said he believed the three males were using "crack." The males left after being asked to do so.

Carmel: A lady reported that someone stripped her apricot tree of eight to ten pounds of apricots while she was gone for five days. There are no suspects at this time.

July 29

Big Sur: A man reported an unknown male entered the Big Sur River Inn and stated he was very intoxicated. Upon arrival the male had left the area and could not be located.

July 30

Carmel Valley: A caller reported her 15-year-old niece left after 9p.m. for a walk and had not returned. Extensive search was conducted however she was not found. The female juvenile had not been taking her prescribed medication for depression and was at risk.

Carmel Highlands: A lady reported hearing her dogs barking near her unlocked downstairs studio. After checking with her daughter, they believed they also heard voices. Upon police arrival, no one was found and nothing was disturbed.

July 31

Carmel Valley: The Village Market reported finding their garbage dumpster full of trash someone else had dumped. It had occurred approximately five times in one month. Upon looking through the trash, several items in the dumpster had a name of a possible suspect.

Carmel: A man reported that his unlocked vehicle was broken into while it was parked at the intersection of Trevis and Atherton. Several power tools were taken. No suspects at this time.

Carmel: A caller reported that her vehicle had been burglarized while parked in the Safeway parking lot, located in the Crossroads Mall. The victim later reported that an unidentified person(s) attempted to use her ATM card, which was earlier stolen during the vehicle burglary.

Carmel: Suspect was contacted in the Crossroads Shopping Center. He was intoxicated and taken into custody for 647, public intoxication.

Carmel: Adult Protective Services called and requested a welfare check on an elderly female that told a checker at Brinton's to call the police as her husband has been abusing her. Brinton's provided a vehicle license number. The registered owner's address was contacted. The elderly lady's caretaker stated that the woman had Alzheimer's and is not being abused.

The Following is a paid advertisement:

Owner of Will's Fargo Dining House reports continual problem of cocktails being sold at bargain prices on Mondays from 5-7. Also reports appetizers are being given away M-F from 5-7 by unknown person in Saloon. Investigation continues.

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### Schools

Miss Janie's Pre-School. Owner/Teacher Janie Barelli. Drop ins welcome 659-4798.

**Sunshine Children's Center** Ages 2-6, 7:30-5:30 including before and after school care. Flexible schedules, art, music, sci. & literature activities. Call today! 659-2519 #270710520

### Services

**Peace of My Heart Salon**
Nails, Tanning, & Massage
6 Village Drive 659-8822

### Wanted to Rent

House with fenced yard wanted to rent by responsible older couple, long-time Valley residents. Call 659-5587.

Moving to area to teach at RLS. Quiet, responsible, SWM, 30, no smoking/ drugs/ pets, seeks single apt., studio, or cottage near school. Great credit, great references. 1-510-704-8818.

Local chef seeking 2 bed house w/ yard anywhere in the Valley. Call Steve at 659-3705.

### Wanted

Cowboy Collectibles Call: **Bob Saddle Shop** 624-8146

# Service Directory

## SERVICES

CARMEL VALLEY BAIL BONDS

**MICHAEL H. COLLINS**
BAIL AGENT - BA1817362
*BEEPER 1 (800) 418-0648*

**SHEM COLLINS**
BAIL AGENT - BA 1840671
*BEEPER 1 (800) 886-3277*

*Fax: 1 (408) 659-0980*
*Phone: 1 (800) 989-3389*

P.O. BOX 873 - CARMEL VALLEY - CA 93924

**Wood and Horses**
**Rick Marshall**
Barns, Corrals, Fences, Decks, Workshops etc.
Carpenter
References Available
400 W. C. V. Rd.
C.V. CA 93924
408-659-9632
Ranch Hand

## HEALTH AND BEAUTY

Sue's OF CARMEL VALLEY
*Full Service Salon and Boutique*
**Hydro Pedicure Spa**
Hair Cuts, Clipper Cuts, Roller Sets, Coloring, Perms, Waxing and Complete Nailcare (Natural & Acrylic)
**310 Mid-Valley • Center Carmel • (408) 624-9249**

**MELANIE DOMENICO STAR HAIR DESIGN**
Back to School Special
Kids Cuts $10
Carmel Valley Village
By the Chatterbox
659-0701

**To Place Your Service Directory Ad Call:**
659-9786
FULL:
$260/13 weeks ($20/week)
$100/4 weeks ($25/ week)
HALF:
$182/13 weeks ($14/ week)
$64 / 4 weeks ($16/ week)

## SPORT SHOPS

Village Golf Shop
Ocean & Lincoln
Carmel, CA 93921
(408) 624-9551
Pebble Beach Shirt Reg $35 - Now $24.95
Caps Reg $14.95 Now 2 for $20
601 Wave Street
Monterey, CA 93940
(408) 375-8340

## PETS

CARMEL VALLEY VETERINARY HOSPITAL
Post Office Box 425
Carmel Valley, CA 93924
(408) 659-2286
Gerald R. Petkus, D.V.M. James E. Holt, D.V.M.

# OUR PANDA NEEDS A NAME!

(He's Having An Identity Crisis!)

MONTEREY MATTRESS COMPANY

**SHOWROOM**
*Carmel Rancho Lane*
*Next to The Barnyard*
**625-9911**
**FACTORY**
**899-5464**
*Sand City – 701 Redwood Ave.*
*Between K-Mart & Costco*

FREE LOCAL DELIVERY!

WE SHIP WORLDWIDE!

COMPARE OUR QUALITY & PRICE!

Ask Your Friends and Neighbors About Us!

## WE MANUFACTURE THE BEST FOR LESS!

**RESIDENTIAL • COMMERCIAL • CUSTOM SIZES**

Look for the Panda to Be Sure You're Getting the Real Thing!

# ENTER AND WIN! A GIANT STUFFED PANDA!

**Enter Your Suggestion on the Official Entry Form Below**

*(PLEASE PRINT CLEARLY)*

**My Suggestion for a Name is**

_____

*My Name*_____

*Parent/Guardian (If under 18)*_____

*Address*_____

*City/State/Zip*_____

*Phone*_____

*Optional:*

*Brand name of your mattress*_____

*How many years old?*_____

*What size? Twin____ Double____ Queen____ King____*

*Mail Your Entry To:*

**Name the Panda**
**c/o Monterey Mattress Company**
**26362 Carmel Rancho Lane**
**Carmel, CA 93923**

SUN

**Contest Rules:**

1. Deadline for submission is August 30, 1997
2. No limit on number of entries – Only one entry per mailing
3. All entries must be submitted on an official entry form or facsimile
4. No Age limit on participants
5. Employees of Monterey Mattress Company and their relatives are not eligible
6. If the winning name is submitted by more than one participant, the one with the earliest postmark will receive the prize
7. The winner will be announced in late September
8. Winner must give their permission to be photographed and featured in our ads

## Monterey Mattress Company does not discount their mattresses.

- *Because you buy direct from the manufacturer, you are not charged for brand name national marketing, distribution and corporate profit or the markup of a retailer. There are no middle men.*
- *You only pay for a quality mattress set, made with the finest spring and padding.*
- *You'll get more quality for the dollar spent at the most competitive prices available.*
- *We're family-owned and operated with thousands of satisfied repeat customers on the Monterey Peninsula. Just ask your friends and neighbors.*
- *Visitors to local hotels such as the Marriott, Spanish Bay and Inns by the Sea sleep on our mattresses and special order them to be shipped around the world.*
- *You're always welcome at our showroom or factory. We're helpful, friendly and confident that once you try our mattresses, you'll never shop elsewhere.*